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NOVEMBER 1985 THE MAGAZINE FOR MAGAZINE MANAGEMENT $6.00

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UPDATE

Magazines poised to cash in on new retail profit analysis system

To benefit, magazines must convince retailers to see direct product profit their way

New York City—The increasing use of direct product profit (DPP) systems by major retail chains to analyze the profitability of items could be a big break for magazines in terms of gaining display space.

Up to now, most chains have relied on gross margin (GM) as a means of evaluating products and allocating space. Under this standard, magazines have had to fight for additional space. Their gross margin, when both checkouts and mainline displays are included, is about 28 percent (20 percent off cover price, plus the 6–8 percent that retailers collect of the 10 percent retail display allowance, or RDA). While that margin is quite good in comparison to many categories—particularly when magazines' high turnover is taken into account—categories such as candy and gum (approximately 32 percent GM) greeting cards (50 percent GM) and stationery (approximately 40 percent GM) have been giving magazines a run for their money.

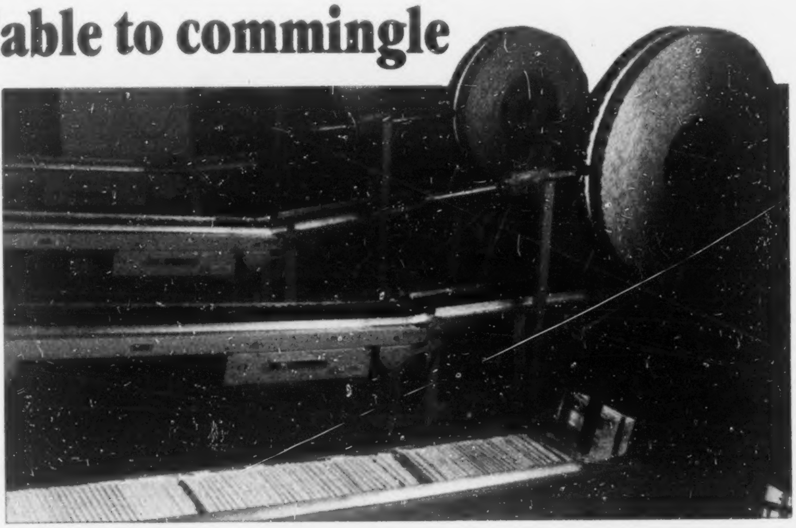
Accounting for direct costs

DPP systems, which have become feasible because of the increasing sophistication of cost modeling, computerization and the advent of Universal Product Code (UPC) scanning, take into account a product's costs, as well

CONTINUED ON PAGE 31

Technology available to commingle magazines

Publishers will save postage by commingling magazines in bundles, experts predict



***Handling system** developed by McCain Manufacturing for* Newsweek *holds bound, demographic editions until they can be addressed and commingled.*

Winnetka, Ill.—While the U.S. Postal Service offers substantial discounts on presorted mailings, the problem for small circulation magazines has been that they don't normally have the volume to make fine presortation feasible. Now, however, experts say that bindery and mailing shops will soon overcome the snag by using computer driven equipment to commingle different titles within mailing bundles.

"This could mean an awful lot of bucks for publishers," notes Lawrence C. Flynn, director of customer services at Hearst Magazines. Flynn says an analysis of *House Beautiful*'s and *Colonial Homes*' mailing lists revealed that, with six-copy bundles, comming-

CONTINUED FROM PAGE 27

Some retail direct costs just don't apply to magazines

as GM. DPP is calculated by adding up gross margin plus discounts and allowances, then subtracting the item's direct handling costs. These costs will be precisely calculated, using computer models; retailers will know how many seconds it takes to unpack, price and stock a particular item on the shelf; and exactly how much money that time costs them.

With direct handling cost accountability included in the profitability equation, magazines are bound to look good in comparison with many other products, according to Jack Fitzmaurice, director of the Periodicals Institute (PI). Direct costs such as warehouse direct labor, warehouse inventory expense, warehouse operating expense and transportation to the store account for an 8–12 percent deduction from the gross profit of many items, he says.

"We won't have that deduction" on magazines, Fitzmaurice notes. "Those kinds of costs just don't apply with magazines. Retailers don't even have to price our products." PI has recently completed a study on front-end of the store profitability which indicates that magazines account for 50 percent of sales and only 14 percent of inventory dollars, he reports. With retailers able to home in on net profit with DPP systems, "there's no way that magazines could be in jeopardy" as a category, he asserts.

"Magazines have a high gross margin, and it's fair to say that, under DPP systems, they will look even more attractive," agrees Jim Hammonds, vice president of the Food Marketing Institute (FMI).

DPP model released

Exactly how much magazines will benefit from DPP systems, however, depends to some extent on what types of allowances and costs are structured into the systems, and, of course, what numbers.

In a recent *Progressive Grocer* article, food industry consultant John R. Phipps of Touche Ross & Co. pointed out that DPP raises questions such as exactly *which* discounts, allowances and rebates, as well as which costs, should be included in the DPP formula.

Publications versus other general merchandise in supermarkets

	1984 sales volume ($ millions)	Average retail gross profit %
Automotive	$289.88	24.5%
Baby needs	233.31	35.8
Batteries	401.25	35.6
Disposable lighters	95.95	37.5
Greeting cards	509.49	47.8
Housewares	2,493.84	39.8
Light bulbs	392.44	38.9
Pet supplies	372.14	38.3*
Photo needs	657.15	21.6
Publications	1,296.41	27.4**
Soft goods	1,003.75	41.8
Stationery	657.26	37.5
Toys	162.28	38.2
All other	304.49	30.8
Category total	$8,859.64	35.9%

*Outside vendors
**Outside vendors, including display, placement allowances
Source: *Progressive Grocer*, July 1985

***Publications' gross margin** is lower than the margins of many other types of general merchandise, but their sales are second only to housewares. Once direct product profit systems are in wide use by retailers, publications should stack up even more favorably against other general merchandise and other categories.*

FMI has just completed a DPP computer model for dry groceries—the first industry-wide model of its kind, according to Hammonds. "It's basically a computer spread sheet that lays out what is and is not to be included in calculating DPP for dry groceries," he explains. And, he says, this model may be the one which will be used for magazines—at least those on mainline displays.

The model will indeed take magazine RDAs into account, Hammonds reports. He also stresses that the model does not supply actual numbers for gross margin, allowances or costs; retailers will "plug in" their own numbers. "Magazines, for instance," he says, "might come out looking even better in a retail market that is high labor, high cost," he notes.

The single-copy sales task force of the Magazine Publishers Association has been investigating DPP. It is reportedly planning to hire a consulting firm to come up with the solid data magazines will need to tell their story to the retail community. Manufacturers of other products have been doing the same. "A lot of companies go into retail stores and do a DPP analysis on their item for the retailers," says Hammonds, "then supply them with the figures."

Another concern for magazines in terms of DPP is that, as a system designed to analyze item-by-item profitability, it could, if DPP numbers are interpreted in a void, be used to weed out less profitable magazines. "When we go to retailers about DPP, we *must* be unified as an industry," contends Fitzmaurice. "We must continue to do a category sale, and maintain that all displays should include every category of magazine and book, although the numbers of titles within each category will vary. If we don't do this, a lot of publishers could get hurt, because low turnover magazines will be identified. Retailers have to understand that a total magazine display is the key to sales."

One good sign: FMI has indicated that DPP is a valuable tool, but should be only one factor in marketing and space allocation decisions. Favorable DPP results for a product should be used in marketing, and unfavorable ones should be used to find ways to improve product performance, according to Phipps.

Now that the single-copy slump has geared up and unified the magazine industry somewhat, sources say that cooperative large scale marketing efforts among industry groups, including MPA, PI and wholesaler and national distributor groups, are a stronger possibility than ever before. ☐

***Publishing entrepreneur** David Caruba, 21 and still in college, has parlayed a newsletter into a magazine for "secret agent" fans.*

magazine, which has a circulation thus far of 5,000 (3,000 subscribers; 2,000 newsstand).

The magazine is distributed all over the United States, Canada and, especially, in England where there are a large number of people who are great fans of "The Avengers" and "The Man from U.N.C.L.E.," among other secret agent television programs.

Advertisers include book companies, T-shirt companies and conventions, says Caruba. The inside of the magazine is black-and-white and current rates are $200 for a full-page ad; $135 for a half and $85 for a quarter. The 64-page premiere issue carried only five pages of advertising—most of it fractional.

Caruba was a high school student and an avid fan of "The Avengers" when he first decided to start a newsletter on the topic. An ad in a newspaper for TV viewers brought in about 50 to 60 orders in the first week; and, to his great surprise, over 200 orders in the second week.

The overwhelming response encouraged him to turn the photocopied newsletter into a printed tabloid. He was a freshman in college when, as he puts it, "things really took off.

"It's a lot of fun and a nice way to earn money—doing what I like," says Caruba. He observes that the average student goes to class, reads the text, but never does anything about it. "There's only one real way to learn how to publish a magazine and that is to do it!"☐

1980-84: Men's magazines hardest hit at newsstands

Over five years, single-copy sales dipped for 10 of 14 ABC-audited categories

Schaumburg, Ill.—A FOLIO analysis of the Audit Bureau of Circulations (ABC) *1985 Magazine Trend Report* shows that men's magazines was the category hardest hit by single-copy sales declines during the five-year period 1980 to 1984.

Counting only classifications in which ABC had at least three member magazines during that period, categories showing the biggest drops in single-copy sales were men's (-26.8 percent), mechanics and science (-25.9 percent) and newsweeklies (-23.0 percent).

Business and finance magazines, meanwhile, saw their newsstand sales increase 66.3 percent; and women's fashions, beauty and grooming magazines experienced a 24.1 percent rise in single-copy sales.

In all, among the 14 classes analyzed by FOLIO:, 10 suffered losses in newsstand sales while three enjoyed

Circulation trends for ABC-audited magazines

(Percentage increases/decreases between 1980 and 1984)

Classification*	Number of magazines	Average paid circ.	Subscriptions	Newsstand sales	Subscription orders taken during year
Automotive	5	7.1%	11.3%	-0.4%	17.1%
Business and finance	7	11.0	9.4	66.3	61.2
Epicurean	4	15.7	23.2	-17.4	51.6
Fishing and hunting	6	54.6	64.3	-8.8	106.1
General editorial	17	3.8	5.8	-7.4	11.8
Home service and home	17	15.3	20.5	-16.2	31.4
Mechanics and science	3	-4.0	0.7	-25.9	34.0
Men's	5	-17.2	5.4	-26.8	21.8
Newsweeklies	9	0.5	18.0	-23.0	34.2
Science	5	53.9	91.6	-12.7	33.0
Sports	7	4.5	0.3	28.8	14.8
Travel	4	10.6	10.3	n.a.**	46.0
Women's	20	-0.3	7.3	-7.7	41.1
Women's fashions, beauty and grooming	4	15.9	2.8	24.1	-9.5

*Classifications with fewer than three magazines were omitted from table

** Magazines in the "travel" classification had either no, or very few, newsstand sales

Source: Audit Bureau of Circulations *1985 Magazine Trend Report*

***The big picture** of circulation for consumer magazines during the five years '80-'84 is no surprise. Single-copy sales declined for 10 to 14 categories analyzed; subscriptions rose in all categories.*

gains. (In the travel classification, member magazines had few or no newsstand sales during the period covered.)

The figures on subscription sales paint a much brighter picture. For all 14 categories, subscription sales were up. Over the five-year period, science magazines' subscription circulation rose by 91.6 percent; and the fishing and hunting class increased its subscriber base by 64.3 percent.☐

Publishers' direct mail noted by execs

Execs say they get most unsolicited mail from publishers, survey indicates

New York City—Business executives say they receive the most promotion mail from publishers and sponsors of seminars and conferences, according to a survey conducted by Stephan Direct, Inc., a direct marketing agency specializing in business-to-business direct response communication. Executives ranked research/reference materials as third in terms of volume received.

The survey questionnaire was mailed out to 500 business executives representing more than 10 industries, including health care, banking, insurance, advertising and publishing itself. Response was just over 20 percent (108 executives).

Seventy-five percent of respondents reported allocating 5 percent or less of their time to responding to unsolicited business mail. Nearly half (48 percent) replied that they always open unsolicited business mail, while 44 percent reported they do so only sometimes and 8 percent said that they never do.

The average business executive gets 44 pieces of business-related mail in a single week, according to the survey. Upper level executives get more; in fact, the volume of mail received by business executives increases in direct proportion to the importance of the job title within the company. Presidents, general managers and division heads normally receive in excess of 75 pieces of business mail per week.

Among suggested improvements in

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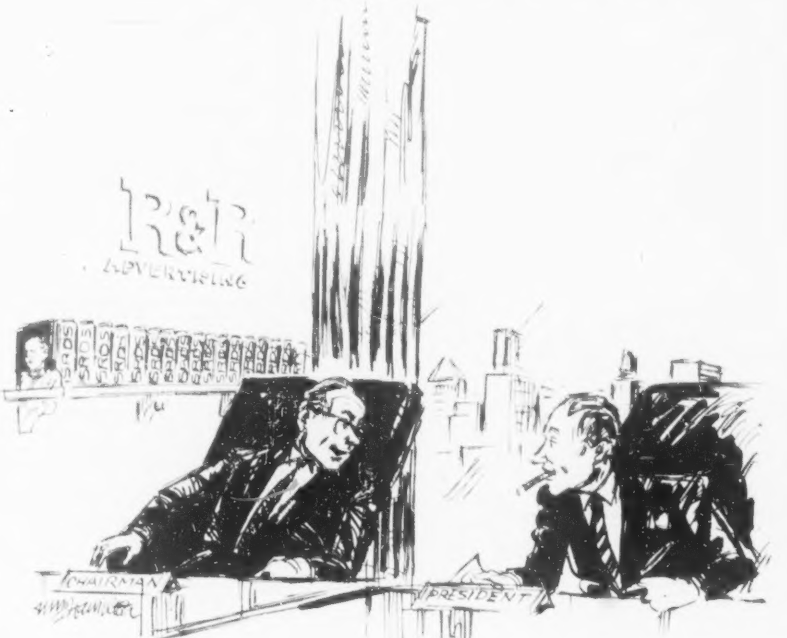


"I know we've got all the answers, Ed. But where do you think we get them?"

Living with the risk of libel

The threat of libel claims is not going to go away. But sound journalistic practices and appropriate insurance will significantly lessen the danger of loss

[illegible]

BY JOHN C. LANKENAU

The widely publicized costs of defending the recent libel suits brought by General Westmoreland, Mobil president Tavoulareas and General Sharon have greatly heightened the media's concern about defamation suits. Reportedly, the cost of defending the Sharon case exceeded $5,000,000; the Westmoreland defense cost about $6,000,000; and, as of this writing, the Tavoulareas defense cost in the range of $1,500,000.

Defense costs have rapidly increased to the point where they now constitute over 80 percent of the total amounts paid out by media insurers.

The average size of libel verdicts has also been steadily increasing. In 1982, nine jury awards exceeded $1,000,000; by 1984, the number had grown to 11. The average *initial* damage award in 1982 was about $2,500,000; in 1984, the average was nearly $3,000,000. These initial awards are three times the average damage award in product liability and malpractice actions. (Most, if not virtually all, of these initial awards have been or will be reversed or very substantially reduced on appeal.)

On the positive side, many libel cases are dismissed before trial, and on-trial defendants are winning more but still less than half the cases. (See chart.)

These developments raise questions about what steps publishers should take to minimize their exposure.

There are several measures that can be taken:

- In-house procedures that will reduce the risks of media suits should be adopted.
- Warranties against claims for libel, copyright infringement and the like should be obtained from all freelancers and advertisers.
- Potentially actionable material should be reviewed by counsel.
- Insurance against media risks should be purchased.
- Controls over the cost of defending media suits should be established.

Let's consider each of these steps in turn.

Most claims for libel, invasion of

John C. Lankenau, a partner in Lankenau, Kovner & Bickford, a New York City law firm, has extensive experience in media defense work generally as well as in commercial, securities, tax and copyright litigation. He is Chairman of the biannual Practising Law Institute program for publishers and broadcasters on media insurance and risk management, and is also a member of the Lawyers Committee of the American Association of Publishers.

Illustrations by E. Salem Krieger

privacy, copyright infringement and other media-related claims arise from a publication's editorial content, rather than from its advertising. The starting point in preventing claims based on the editorial content involves following several rather simple guidelines.

First, take care when selecting staff writers and editors—as well as freelancers—by checking references for accuracy and fairness.

Second, senior management should regularly stress its concern with truthfulness and fairness.

Third, editors and writers should be cautioned against saying, and certainly against writing, anything that suggests the magazine's only interest is in getting a story. In the Tavoulareas case, the Court of Appeals found evidence of reckless disregard for the truth in Bob Woodward's statement at a staff meeting of *Washington Post* reporters that he wanted "holy ---- stories"—when readers opened up their *Post* in the morning they'd say "holy ----!"

The Court of Appeals in Tavoulareas also found evidence of reckless disregard for the truth in the statement by a reporter that it's "not every day that you knock off one of the seven sisters," referring to the seven largest oil companies.

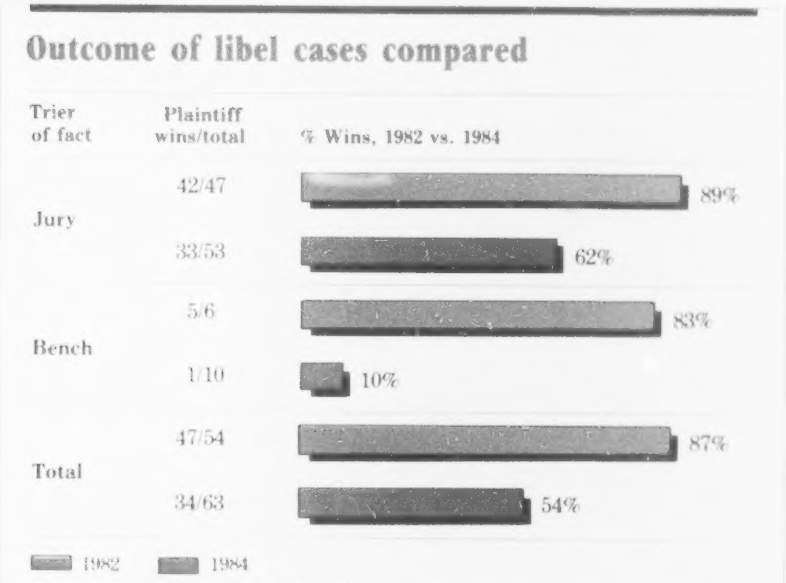
Whether statements of that type will finally be held by the entire Court of Appeals to be evidence of reckless disregard for the truth remains to be decided (as of this writing, the appeal is pending), but, plainly, such statements are bound to color the jury's or judge's view of the defendant.

Obtaining necessary rights

Fourth, written agreements prepared by counsel should be signed by all freelance writers and photographers. These agreements should guarantee that the necessary rights are being conveyed to the publication and that the material is free of libel, privacy or copyright problems. Absent such an agreement, the publisher will obtain only one-time publication rights. Procedures should be established to make sure that the form agreements are regularly used and are retained.

Fifth, to safeguard against claims for the loss or destruction of manuscripts, art or photographs, appropriate insurance should be obtained. A system of logging in all deliveries of special or original art work (including photographs) should be established and a form receipt should be delivered to and countersigned by the writer, artist or photographer limiting liability for loss or destruction.

Sixth, articles that might give rise to claims should be reviewed by a fact checker and by counsel.



Information compiled by Libel Defense Resource Center

***A positive aspect of libel cases** is that many are dismissed before trial, and on-trial defendants are winning more cases—although still less than half, as the chart shows. The figure to the left of slash represents the number of plaintiffs that won at trial in this category. Figure to the right of slash indicates total number of cases brought to trial in this category.*

Seventh, reporters should keep their notes for at least a year, as those notes can prove extremely helpful in defending libel suits.

Eighth, if a claim letter is received, counsel should be consulted immediately. Counsel will often want to talk to the writer, check the writer's notes and take other steps to settle the claim before it goes further. Prompt notice must also be given to the insurer.

Finally, many publications have their counsel conduct annual training sessions to keep the editorial staff informed of the standards applicable to claims and to alert them to potential problems.

Many media counsel take the view that specific guidelines should not be put in writing, however, because, in some circumstances, they can be used in litigation as evidence of carelessness if the guidelines were not followed.

Following these simple procedures will result in fewer claims—and those that do arise will be easier to defend. Following these procedures will mean that insurance costs can be reduced and that insurance will remain available. (An insured's loss experience determines the premiums that are charged and whether insurance can be secured. Media with heavy insured losses are finding insurance difficult and expensive to obtain.) Premiums may even be reduced by explaining in-house procedures—including fact-checking and prepublication review by counsel.

Warranties and indemnities

In addition to reducing the risk of claims through in-house procedures, exposure from media related claims can be reduced by contractual warranties (and possibly indemnities) from those who supply the material that is published.

As noted above, freelance writers, photographers and artists should warrant their materials against libel, invasion of privacy and copyright infringement. Warranties will encourage writers and photographers to prepare their materials with care. Photographers should also warrant that they have appropriate releases from subjects, especially in the case of advertisements. Publishers should insist that advertisers and advertising agencies extend indemnities against losses from claims arising from their advertisements. Normally, these indemnities are included in the rate card and the Standard Rate and Data Service. The publisher's advertising invoice should also contain corresponding indemnities.

Insuring against lawsuit costs

Since the 1930s, insurance has been available to protect publications—both print and electronic—from the danger of loss from libel, copyright infringement and related torts. Currently, such policies are offered by, among others, CNA Insurance, Employers Reinsurance, Firemen's Fund, Mutual of Bermuda (available to members of the American Newspaper Publishers Association), and Seaboard Insurance.

The provisions of each policy differ in important ways. Careful review of the various policies by counsel is wise. Most insurers will negotiate some changes in their standard forms.

Premiums for virtually all types of liability insurance, including media insurance, have sharply increased in the past year, in part because of the staggering losses in product liability cases and the upward trend in awards to plaintiffs in all kinds of liability situations. Media insurers have recently experienced heavy losses because of the growing costs of defense. Despite its growing cost, media insurance is worth the expense.

'Claims made' v. 'Occurrence'

The two fundamental types of liability insurance are "occurrence" and "claims made." "Occurrence" type insurance provides coverage for events that cause losses during the policy period, whenever the losses are discovered or claims are asserted, so that all issues of a magazine published while the insurance is in effect are covered—regardless of when a claim is asserted. "Claims made" type insurance affords coverage for claims actually asserted during the policy period, regardless of when the publication took place.

"Occurrence" coverage is preferable as it insures all claims arising from activity during the policy period whenever asserted—even if *after* a policy lapses. If "claims made" coverage is not renewed, claims based on what's published during the policy period, but that are asserted afterwards, would be uninsured.

What risks are covered?

Generally speaking, the standard media policy insures against liability for claims of the following types: libel and defamation; invasion of privacy and copyright infringement.

Photographers should warrant their materials against libel, invasion of privacy and copyright infringement; they should also warrant that they have appropriate releases from subjects.

SUBJECT RELEASE

Some media policies also expressly insure against claims of trespass and wrongful entry in newsgathering, misappropriation of ideas, claims based on indemnities extended by the insured, unfair competition arising from media claims, trademark infringement, eavesdropping, false arrest, harm to feelings, emotional distress, product disparagement, trade libel and outrageous conduct. The form language of the CNA policy, for example, and the Employers Reinsurance Multimedia form are broader than some of the other policies in respect to coverage against these risks. While other policies may also cover these risks, the policy language, in some instances, may not be as explicit. Often an insurer will be willing, if requested, to amplify the form policy language.

Actions for copyright infringement and invasion of the right of publicity sometimes begin by an application for an injunction. Insurance against the costs of resisting such applications can be obtained from some insurers.

Other policies, such as those of Employers Reinsurance and CNA, provide insurance against claims arising from advertising the insured's publications. Thus, insurance would apply to claims based on an advertisement for the magazine that reproduced, say, a photograph from a past issue or an excerpt from an upcoming investigative piece.

Insuring the costs of defending claims is advisable because over 80 percent of the costs resulting from media claims is legal fees. (The remainder is paid out for settlements or judgments.)

What risks are not covered?

Many jurisdictions, including New York and California, do not permit punitive damages to be insured—and the risk of a punitive damage award poses a serious danger. Virtually every libel and invasion of privacy lawsuit will include a claim for substantial punitive damages, and in about half the libel verdicts obtained in 1982 and 1984, punitive damages were awarded—and some were substantial: Tavoulareas won a punitive damage jury verdict of $1,800,000; the average initial punitive damage award in the last few years has been over $2,500,000. (To date, however, the highest finally sustained award is $300,000.)

Given the seriousness of the exposure, it may seem strange that punitive damages are not insurable. The reason lies in the basic purposes of punitive damages: to punish and deter the wrongdoer. If the wrongdoer can shift the loss to an insurance company, then, in the view of some states, those purposes are frustrated.

Most policies do not expressly insure punitive damages—and some even contain language that can be construed as *not* covering punitive damages. However, certain insurers, for instance, CNA, will, at no additional cost, expressly insure punitive damages by delivering the form policy and a so-called "damages" endorsement insuring punitive damages to an office of the insured located in a state permitting punitive damages to be insured. Obviously, this possibility should be explored in view of the importance of this coverage—as the *National Enquirer* learned when Carol Burnett was awarded punitive damages of $200,000, which the court had held were uninsured.

Who is insured?

To start with, the owner of the magazine, employees, officers, directors, stockholders and partners are insured. But what about freelance writers and photographers? Some insurance policies (Mutual of Bermuda is one such example) provide coverage for stringers and freelancers. On the other hand, several policies do not extend this coverage. Should that matter to a publisher? It often does.

Usually the writer or photographer is named as a defendant, but is often unable to afford the considerable costs of defense. Because a default judgment or an inadequate defense could cause the writer to feel abandoned, be uncooperative in the defense and, in extreme cases, decide to cooperate with the plaintiff, most publishers decide to provide a defense of the writer whether or not the writer is covered. Insurers will sometimes bear these additional costs, but not always. Hence, coverage of freelancers is desirable.

Selecting deductibles and limits

The deductible is the amount that an insured must pay in a suit (*e.g.*, for defense or in settlement) before insurance takes over and pays the costs of the suit. Attention should be given to whether the deductible applies separately to each claimant or whether the deductible applies to all claims arising from one issue of the magazine.

The limits are the maximum amount that the insurer will pay in defending the suit, in settlement or on a judgment. Some policies allow the insured to select two limits, one for each occurrence, *i.e.*, publication, and another for all claims under the policy.

The limit provided in an underlying policy can be increased by excess insurance. An insured could, for example, have a $5,000,000 limit on the underlying insurance and also buy $10,000,000 of excess insurance for a total limit of $15,000,000.

There is no formula or rule that can answer the questions of what deductible and what limit should be chosen. Following are some of the factors that should be weighed:

1. As to the deductible, what losses the publisher can sustain without undue financial strain.

2. As to the limits, the size of recent verdicts.

3. Whether insurance is viewed as providing catastrophe protection.

4. The kind of editorial material published.

5. The quality of editing, fact checking and prepublication review from the standpoint of preventing claims.

6. The insured's track record of claims in recent years—how many, how serious, the amount of defense costs and the cost of final disposition.

After this information has been assembled and considered, the final steps are to secure premium quotes for different deductibles and limits and then to consult with your counsel, your broker and the insurers that have supplied quotes.

Other important policy provisions

Many news stories are secured from confidential sources that the reporter has promised he will not disclose. Because policies often require the insured's cooperation in the defense, the question can arise whether a reporter's refusal to disclose the source in defending a suit violates that clause. Some policies expressly provide that coverage continues and is *not* affected by the refusal to disclose a confidential source; others are silent in that regard. Obviously, an assurance of coverage, notwithstanding a refusal to disclose a confidential source, is preferable.

If yours is one of the many publications that are distributed outside the United States, it is especially important to have worldwide insurance because laws vary widely from country to country. Some policies provide that protection, while others do not.

Before suit is brought, potential claimants will often demand a retraction or correction of allegedly defamatory material. Some policies require the insured to publish a correction or retraction when the story is "untrue" or when "justified" or "reasonable"; other policies leave the matter entirely to the insured's judgment, which is a better provision.

Because sensitive First Amendment interests are often raised by libel litigation, most media wish to select counsel to defend suits. Most policies grant that right to the insured.

The insured and the insurer sometimes disagree on whether or not a suit should be settled. Sometimes the insured wants to continue to litigate as a matter of principle, while the insurer views the suit in purely economic terms. The reverse is also sometimes true—the insured would like to settle to avoid the danger of a jury finding of falsity, or to halt the expenditure of time and attention by staff, whereas the insurer wishes to continue the litiga-

Beware of lawyers who represent both libel defendants and plaintiffs

Publishers who must hire a libel defense lawyer should make sure that the prospective attorney represents defense clients only, and not libel plaintiffs too, according to attorney Lankenau.

"Lawyers who represent both libel defendants and plaintiffs are serving two masters. The inconsistent positions that lawyers who serve both types of clients are forced to take on sensitive First Amendment issues will inevitably impair their credibility with the courts," Lankenau says.

"Because of the serious harm and 'bad law' the media has suffered from counsel working both sides of the street, some media insurers will not insure companies whose libel defense counsel also has libel plaintiffs as clients," he states.☐

tion. The policy should provide a mechanism for resolving these differences. Typically, the party wishing to continue the litigation bears future expense and risk and the party wishing to settle pays the amount of the available settlement.

Other desirable insurance coverage

Besides the media policy, other insurance for media-related activities is usually advisable. A rider to fire and extended coverage insurance can usually be secured that will insure against destruction of or damage to original art, photographs or manuscripts.

Sometimes art or photographs turn up missing. To cover this risk, so-called "loss of valuable papers" insurance can be purchased, which insures against liability for the loss of manuscripts, art or photographs, as well as against the cost of defending these claims. The importance of this insurance is illustrated by one recent case where a verdict of over $300,000 was secured for the unexplained loss of some 200 photographic slides.

Personal injury suits have been brought based on editorial content. Examples are suits for errors in navigation charts leading to an air crash, mistakes in an experiment in a science text that produced an explosion, improper instructions in a cookbook, and "wrongful conception" based on a birth control booklet. Insurance against these risks is available from most media insurers.

Even after taking the steps outlined above, lawsuits will be brought and those suits must be defended. Because of the high legal costs of defending suits, several publications, including *The New York Times* and Gannett, have adopted measures designed to control and reduce these costs. Media insurers are also studying ways of reducing defense costs.

The fundamental approach of the *Times* and Gannett is to require defense counsel to provide a budget figure for each stage of the litigation—initial investigation, preliminary pleadings, factual investigation, preliminary motions, legal research, document discovery, depositions, summary judgment, trial preparation and conduct of the trial.

Speaking as one who regularly defends media lawsuits, developing such a budget is always difficult because there is no way of predicting what the defense of a suit will entail. Yet budg-

If yours is one of the many publications distributed outside the U.S., it's especially important to have worldwide insurance because laws vary widely from country to country.

ets that are subject to periodic updates and revision for unexpected developments can be extremely helpful for both counsel and the publication. The mere fact that a budget is required impresses on counsel the need for cost control.

To encourage observance of the budget, the *Times* will not pay bills that are over budget unless there has been prior approval for the increased expenditures.

In addition to the budget, Gannett, at the very outset of the suit, discusses overall strategy and the costs of implementing that strategy. That approach reinforces counsel's awareness of the client's concern with the costs of defense.

To avoid duplication of work, Gannett has established a computer-based index to its brief bank. Whenever an issue arises that has been previously briefed, the brief bank provides a brief on that issue, thereby significantly reducing the research required.

Another useful source of pleadings, briefs and other forms is the Libel Defense Resource Center (located at 404 Park Avenue South, New York, N.Y. 10016), a nonprofit, tax-exempt service organization to the media. The LDRC has assembled files of pleadings, briefs and forms on most of the issues commonly raised in libel and invasion of privacy suits.

Harper & Row has had success with another approach to reducing defense costs: the use of in-house counsel to appear in and defend most media suits brought against the company. In-house counsel often handles all aspects of the litigation—including pleadings, discovery, trial and appeal. Many other companies are also expanding the role of in-house counsel to reduce legal costs.

In conclusion, the danger of loss from media-related activities can be reduced and adequately insured. Any publisher who takes pains to maintain sound journalistic practices and purchases appropriate insurance should have little reason for concern.☐

More detailed information on the subjects covered in this article may be found in the book titled *Media Insurance and Risk Management* published by the Practising Law Institute, 810 Seventh Avenue, New York, N.Y. 10019, John C. Lankenau, editor.

Checklist for libel insurance coverage

As an aid to reviewing the adequacy of your existing or proposed insurance, the following checklist can be used:

☐ Is the standard coverage discussed in the article provided?

☐ Is there coverage for product disparagement, trade libel, infliction of emotional distress, right of publicity, outrage and outrageous conduct, false light, trespass, misappropriation of ideas, wrongful entry, false arrest or malicious prosecution, infringement of trademark, trade name, trade dress, service mark, or service name and unfair competition?

☐ Is coverage afforded for advertising, publicity, promotional materials and promotional appearances of any kind?

☐ Is there coverage for punitive or exemplary damages up to the policy limit?

☐ Is there coverage for the entire editorial process from acquisition, researching and preparation to the final product including serialization, distribution and licensing?

☐ Does coverage continue if the insured refuses to reveal a confidential news source, and does the policy contain language to that effect?

☐ Is there reimbursement of legal fees and claim expense?

☐ Does the insured select defense counsel?

☐ Does the policy prohibit the insurer from forcing the insured into a settlement it may not approve?

☐ Does the insured and its lawyer decide when a retraction or correction is warranted?

☐ Is there coverage of costs of defending motions for injunctive relief related to the named perils, including actions involving works under contract prior to actual distribution?

☐ Is contractual liability for insured perils provided, thereby giving the insured the ability to extend coverage to distributors, advertisers, sponsors, advertising agencies, printers, correspondents, freelance writers, artists, independent contractors and other parties they agree to protect?

☐ Does the coverage exclude malicious or intentional acts (which can bar coverage of punitive damages)?

☐ Is coverage extended on an "occurrence" basis (covering material disseminated during the policy period, regardless of when the claim is made) rather than on a "claims made" basis (which applies only to claims made during the policy period)?

☐ Does the deductible apply to each occurrence (*i.e.*, one deductible for multiple claimants as a result of any one book, periodical publication, broadcast or film) rather than to each claim (a deductible for each claimant)?

☐ Does the policy apply on a worldwide basis (not limited to claims made in the United States)?

☐ Is coverage provided not only for the publisher, but also for employees, officers, directors, partners, trustees, stockholders, and independent contractors?

☐ Is the coverage on a "pay on behalf" basis rather than on an indemnification basis?

☐ Is there insurance against the unexplained loss of photographs, art and manuscripts?

☐ Is coverage afforded for liability for property damage or bodily injury arising from editorial content, *e.g.*, recipes, maps, directions, etc?

☐ Does the fire and extended casualty policy insure against damage to or destruction, either on or off the premises, of art, photographs and manuscripts from those occurrences?

☐ Is comprehensive umbrella insurance advisable?

This list is based in part on a "buyer's checklist" distributed by Media/Professional Insurance, Inc., 1001 East 101st Terrace, Kansas City, Missouri 64131.

Special focus
PAPER

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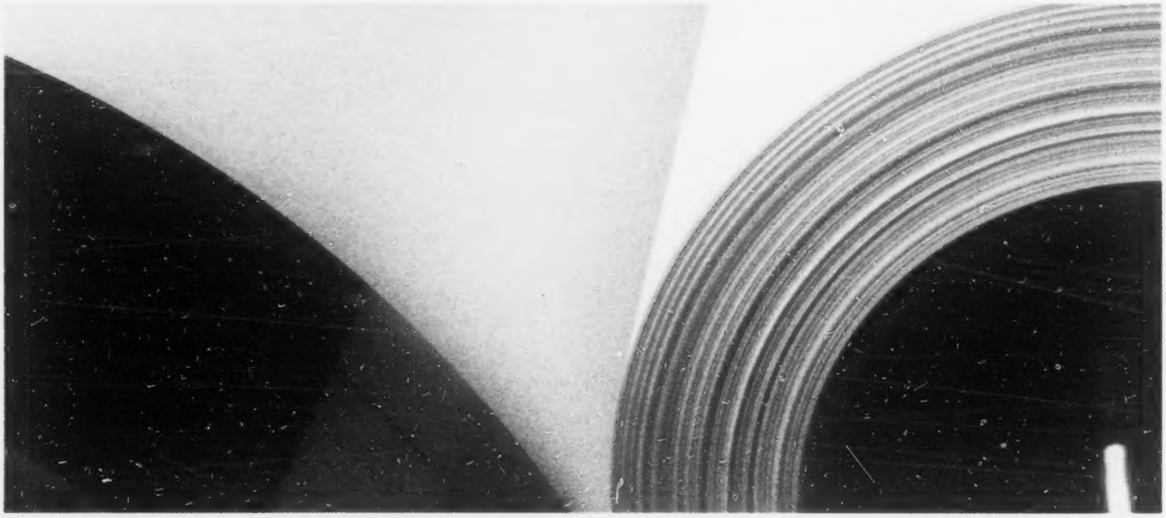

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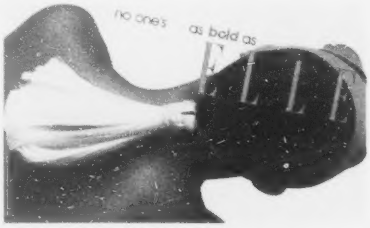

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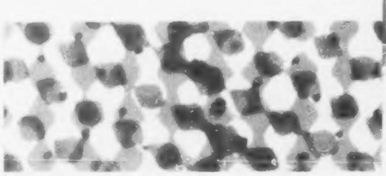

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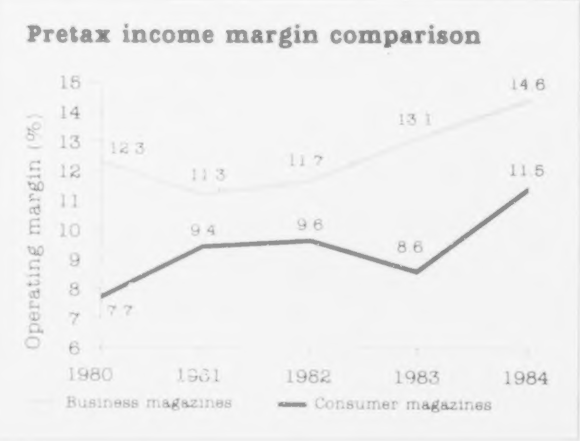
Magazines closing the revenue growth gap vis a vis total communications industry

An advance look at the new *Veronis, Suhler & Associates Communications Industry Report* (public companies), shows that compound annual revenue growth for business magazines (8.4%) and consumer magazines (10.0%) between 1980 and 1984 failed to match the 13.5% growth in the overall communications industry for the same period. But the gap started to close in '84, especially for business magazines, which had 14.4% growth, as compared with 15.7% for overall communications. Consumer magazines' growth (12.4%) also showed improvement in 1984. In terms of pretax operating income margins, business magazines' high point in '84 (14.6%) nearly matched the 14.9% five-year high point for overall communications (which includes TV, radio, newspaper publishing and advertising). But consumer magazines' *high* (11.5%) didn't even come close to overall communications' *low* (13.5%) for operating margin.


Pretax income margin comparison

Copublishing international magazines: Wave of future?

The joint venture between Newsweek International and American Express Publishing Corp. to publish *Travel & Leisure Asia* might be the wave of the future, believes Bob Abramson, an expert on international licensing of editorial. "The idea of a publisher who has an established network of distribution facilities throughout the world using those capabilities to good advantage by introducing new products into those areas makes a great deal of sense," he says. "Newsweek's licensing of *Travel & Leisure* for the Far East could, if successful, mark the beginning of efforts by other publishers with such potential to develop new and synergistic profit centers." Under the Newsweek/AmEx agreement, AmEx supplies all the editorial for the Asian English-language edition, while Newsweek takes care of the publishing end; including circulation, production, distribution and advertising sales outside the United States. "A major step forward," observes Abramson, "is that a first-line publisher is willing to accept the principle of licensing in such circumstances." *Travel & Leisure Asia* is slated for a spring '86 launch with projected circulation of 110,000.

Agency execs express mixed feelings about redesigning of *U.S. News*

Is the new *U.S. News & World Report* design, due out December 30, a good idea? There's already been some speculation that the newsweekly, which for years has billed itself as the "no fluff" alternative, could turn off old-line readers if it veers away from this line. But, says a spokesperson for the magazine, "It will have the same depth and style of coverage," but will be presented in a "stronger, more visual environment." She adds: "We've always had 'people' coverage. We are strengthening several areas, including business, lifestyle and personal finance." Some agency execs have already had sneak previews. "Anytime you make changes, you risk losing your old franchise," says one, Paul Zuckerman, senior VP/media at Doyle Dane. The real problem, he feels, has been a low media profile. "They never tried to aggressively sell the old product." But others think redesigning a good idea. Bert Peller, VP/media manager at Young & Rubicam, thinks the new design "should draw a larger,

In-depth survey of paper manufacturers

Coated groundwood

A look at what you must know to predict available supplies of coated groundwood and position yourself to get what you need

[illegible]

BY ROBERT L. JOHNSON

Coated groundwood paper is the single most important grade used by magazines in the United States. In fact, about three-quarters of all paper consumed by domestic magazines is coated groundwood. This being the case, it is not surprising that the coated groundwood paper manufacturers in North America look to our industry to purchase nearly 60 percent of their production.

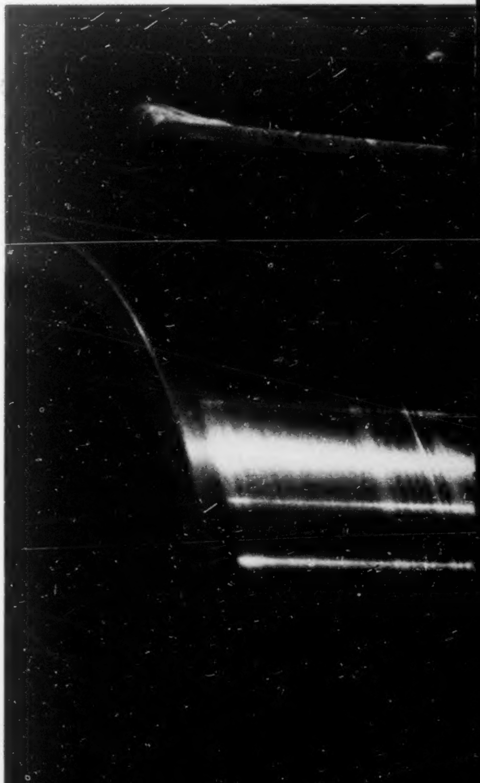
This interdependence creates a kind of partnership—and as in any partnership of mutual dependence and expectation, there are good times and there are bad times. The longer you are in this business, the more you realize that swings occur and recur—from content to discontent and back again, sometimes quickly and other times over the course of several years.

Need any of us be reminded of the frantic months of 1984 when paper was as scarce as gold dust and the next delivery was often only hours away from press time? And then the quick change early this year when inventories purchased in the time when caution was the watchword suddenly became burdensome to our cashflow and taxing to our printers' warehouses?

Looking for answers

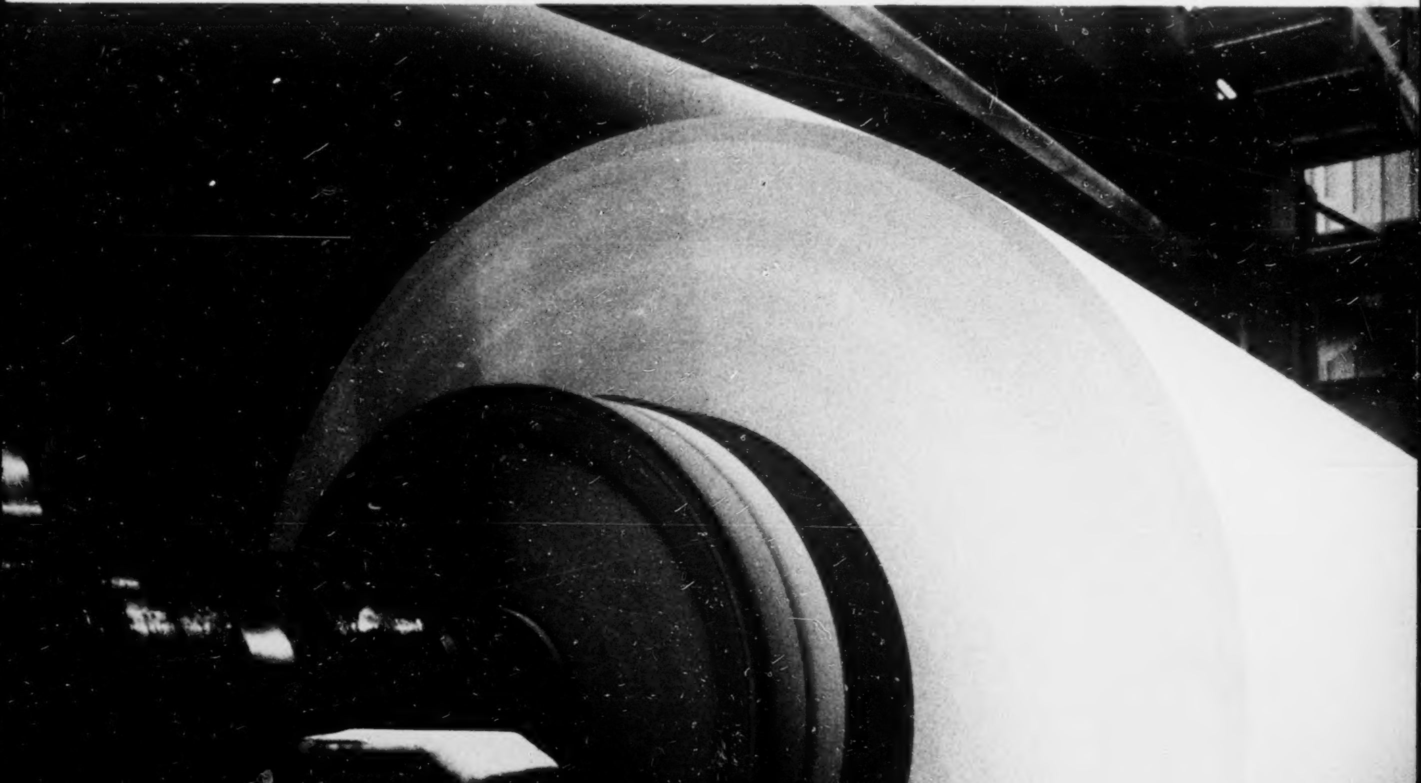
Given this propensity for change in the supply of coated groundwood, all publishers need to know as much as possible about the future availability of this paper. The FOLIO: Coated Groundwood Paper Survey was designed to compile and present information useful to magazine publishers in this regard. The survey focuses on North America, since it is apparent that the United States and Canada will more and more share a common mar-

Robert L. Johnson draws on his management experience in paper, printing and publishing to comment on industry subjects of interest. He has held executive positions with Time Inc., Macmillan, Inc. and Lindenmeyr Paper Corp.



Magazines consume *roughly 60 percent of coated groundwood. At left, Champion Paper employee keeps count of paper manufactured at Deferiet, N.Y., mill.*

Below, a giant roll of coated groundwood has just been manufactured at Champion's mill.



PHOTOS COURTESY OF CHAMPION PAPER

MPA survey of 1985 paper usage * Table 1

Estimates

	1985 projected tons	1986 projected tons
Coated groundwood	1,165,261	1,224,286
Coated woodfree	147,001	149,685
Uncoated groundwood	215,574	221,078
Uncoated woodfree	18,112	19,043
Imports	67,459	62,334
Total tonnage	**1,613,407**	**1,676,426**

*Projections are based on responses from 99 publishers.

***By extending these numbers** from MPA it is possible to estimate that perhaps 2.5 million tons of coated groundwood will be consumed by all domestic magazines in 1985.*

ket. (Paper from offshore will continue to be a factor, but North American sources of coated groundwood are those that received FOLIO:'s in-depth analysis.)

There are today 15 companies in the United States and Canada that (in 1985) have the capacity to manufacture an estimated total of 3,929,000 tons of coated groundwood paper. There may be a few other mills in North America that produce a small amount of coated groundwood, but the 15 companies covered by this survey produce the majority—certainly more than 95 percent.

Defining the questions

The survey was designed to answer several questions about paper in general and coated groundwood in particular: What types of paper are used in our magazines? How is coated groundwood different from the other types of paper, and what are its characteristics? Who competes with us for coated groundwood supply? Who manufactures coated groundwood paper in the United States and Canada? Of these mills, which ones are major suppliers of paper to magazines? How do they sell their paper? Which mills are nearest to our printers, and what do they have planned for the future? And what do they have to offer—in basis weight range, printing-process end-use application, and surface finish?

The Magazine Publishers Association's annual paper survey of members (1985) received responses from 99 publishers, representing slightly more than 40 percent of magazine paper usage. Because a few classes of magazines, such as those distributed in Sunday newspapers, are not included in MPA membership, the MPA statistics are not wholly representative of all magazine paper usage. Nonetheless, the numbers are revealing. Table 1 shows the respondents' estimated usage by type of paper for 1985 and 1986. The paper classified under "Imports" cannot be precisely defined. However, I would guess that at least three-quarters of it falls under the coated groundwood category also.

Extending the MPA numbers, we can see that perhaps 2.5 million tons of coated groundwood will be consumed by all domestic magazines in 1985.

Even though roughly 60 percent of all coated groundwood paper is consumed by magazines, it is impossible to ignore the other users of this paper because they compete with us for the available supply. Catalogs, free-standing inserts, coupons and certain types of books are other major users of coated groundwood, with certain of these segments growing significantly faster than magazines. Not only has their growth been high, but their switch from other grades to coated groundwood has been heavy. The tonnage demands of certain of these other users will certainly not grow as rapidly in the next five years as they have since 1980. But their near-term growth will probably still outstrip magazines, making for continuing competition for paper supply.

Canada as a supplier

Because Canada has historically been a small factor in the coated groundwood paper manufacturing picture in North America, most surveys have not included data about Canadian production and supply. But this picture is changing, and I am therefore encouraging all coated groundwood paper buyers to start now to think in terms of total North American capacity. For total paper, our two countries have in recent years been each other's largest trading partners—partly because of geographical proximity and partly because of similarities in paper specifications and "expectations" of customers.

My numbers indicate that for coated groundwood paper, Canada's capacity will be an increasingly large factor, growing from less than 6 percent of North American supply in 1985 to more than 9 percent by 1988. Table 2 illustrates this growth and compares it regionally to capacity in the United States. Of course, a good portion of Canada's paper remains in Canada to satisfy their domestic demand, but an ever-growing amount will be coming to the United States in future years.

Modest to rapid growth

According to our definition of coated groundwood paper (see sidebar), total North American capacity in 1985 equals 3,929,000 tons. It grows modestly (by 208,000 tons) to 4,137,000 tons next year as the impact of three new machines begins to be felt. It then

Geographic dispersal of groundwood paper by tons manufactured Table 2

	1985	1986	1987	1988
United States mills				
Northeast	1,525	1,530	1,533	1,548
Midwest	1,570	1,606	1,771	1,851
South	503	600	816	922
West	101	101	101	101
Total U.S.	3,699	3,837	4,221	4,422
Canadian mills	230	300	410	460
Total U.S. and Canada	**3,929**	**4,137**	**4,631**	**4,882**

***Canada's contribution** to the available supply of coated groundwood is expected to increase from less than 6 percent of the total in 1985 to more than 9 percent in 1988. Although a good portion of this paper will remain in Canada to satisfy Canada's needs, an ever-growing amount will be coming to the United States.*

spurts rapidly (by 496,000 tons) in 1987 to 4,631,000 tons as these three machines proceed up their learning curves and are joined by a fourth. An additional 251,000 tons becomes available in 1988 as these four machines come close to top production levels and a fifth machine is started up for a total capacity that year of 4,882,000 tons.

Included in these numbers are the effects of certain anticipated speed-ups or rebuilds of old machines, plus the shutdown of one small machine.

New capacity announced

The five announced new machines in the survey and their times of impact are as follows:

•Bowater, Catawba, South Carolina—early 1986.

•Repap, Miramichi, Newcastle, New Brunswick, Canada—third quarter 1986.

•International, Pine Bluff, Arkansas—October 1986 (machine conversion).

•Consolidated, Biron, Wisconsin—1987.

•Blandin, Grand Rapids, Michigan—second half 1988.

The first four are now in various stages of construction, and Blandin will start construction early next year.

In no case have I anticipated any new capacity other than that which has been formally announced by the paper companies. The same holds true for speed-ups and rebuilds. However, there are other possibilities in the wings that I will discuss later in this article.

In total, coated groundwood tonnage in North America will increase by 953,000 tons between 1985 and 1988, for a growth of more than 24 percent. And if other developments occur, that number could even be larger.

Geography and the big players

In addition to showing the coated groundwood capacity tonnage numbers, Table 3 ranks the 15 companies by size for 1985 and 1988. It also shows the mill locations and gives the basis weight spreads. (More on basis weight later in this article.)

Champion (with its mills obtained in the purchase of St. Regis) remains number one throughout the period, even though no new machines have been announced. But International and Consolidated, the number two and three companies in terms of coated groundwood tonnage, close the gap considerably as this period progresses.

Repap is a special situation—it is

What is coated groundwood?

Coated groundwood paper is defined by industry custom both by the type of woodpulp in the fiber and the amount of coating on the surface.

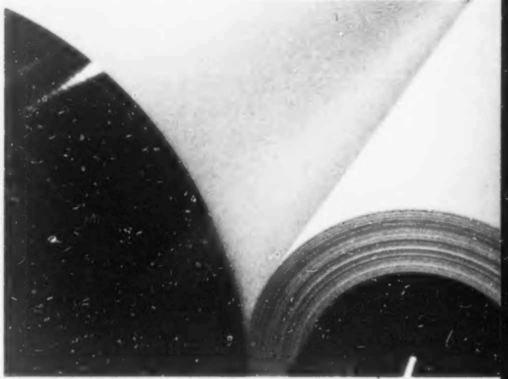
By definition, coated groundwood papers have a woodpulp content, or furnish, containing at least 10 percent groundwood (mechanical) pulp. In point of fact, most coated groundwood grades contain significantly more mechanical pulp, perhaps as much as 40 percent to 60 percent. The rest of the fiber furnish consists of "woodfree" (chemical) pulp and various fillers.

Groundwood pulp is made by a mechanical process that leaves a significant amount of lignin in the stock; it is not as permanent as "woodfree" pulp because it tends to discolor over a period of time, and it is not normally as bright as woodfree pulp. But it has higher opacity, and this characteristic is very important to users of lightweight paper.

"Woodfree" pulp is actually a misleading term. It should really be called "groundwood-free" pulp. This pulp is prepared in a chemical cooking process that removes the lignin. It is a stronger pulp than groundwood, and all coated groundwood papers need a portion of chemical pulp mixed into the furnish to provide strength to the sheet.

Also by definition, to be classified as "coated," the groundwood paper must have at least two and one-half pounds of coating on each side of the sheet. There are several types of coating applications used by various manufacturers, but for purposes of this study, FOLIO: has included only fully bladecoated processes that apply an approximately equal amount of coating per side. The new short-dwell coating process is included, as are the traditional types of blade coating, both on-machine and off-machine.

Groundwood coated papers are normally classified within two groupings according to brightness. A GE brightness reading of 72.9 and lower designates a #5 grade, while a GE brightness of between 73.0 and 78.9 defines a #4 grade. Within North America, all #5 coated grades are groundwood papers, while about half of #4 grades also include groundwood content. The other #4 grades are "woodfree" (less than 10 percent down to zero groundwood furnish), and the higher brightness grades (#3, #2 and #1) are completely "woodfree."



***Groundwood pulp** is not normally as bright as wood-free pulp.*

Normally, #4 groundwood coated grades are more expensive than #5 grades, with brightness being the key difference. The GE method of brightness measurement does not always agree with our eye. What the eye usually considers is the shade and cleanliness of the various sheets it compares, erroneously concluding that the whiter, cleaner sheet is always the "brighter." While most of us can readily separate sheets that differ by one point of opacity, almost no one can "see" the difference between one or even two points of brightness.

In this survey, #4 and #5 coated groundwood grades are considered together. Coated woodfree grades (including those in the #4 category) are completely excluded, and will be the subject of a future article.□

really a combination of three companies, with Midtec Sales Corporation providing the exclusive marketing and sales service for each. Midtec (Kimberly, Wisconsin) is the only one of the three operating in 1985, but next year, it will be joined by Miramichi (Newcastle, New Brunswick, Canada). And I list Repap's Nitec (Niagara, New York) mill only because the machinery exists and it could be restarted after an additional investment. Even without Nitec production, taken as a whole, Repap moves up from eighth place in 1985 to number four in 1988.

Bowater moving up

Bowater is the other ascender, moving from fourteenth to number eight. And Blandin, while maintaining the number seven slot in 1985 and 1988, will almost certainly move up as it reaches its mill potential of about 445,000 tons annually by 1990.

Table 2 summarizes the geographical dispersal of total groundwood tonnage. It is especially interesting to note the static position of the northeast United States during the four-year period. But the Repap–Miramichi mill in New Brunswick, Canada, can most comfortably support the Northeast in terms of proximity, so the comparison is not quite so startling as at first glance.

The West is another area of no growth; only the West Linn, Oregon, mill of Crown Zellerbach is located west of the Rocky Mountains. Given the growing demand for coated groundwood paper in the West, I expect that Blandin's larger operation in Minnesota will join certain other Midwest and Southern mills in an effort to fill part of that requirement. But Blandin's newly announced machine, in my opinion, is still somewhat doubtful in terms of timing and perhaps viability.

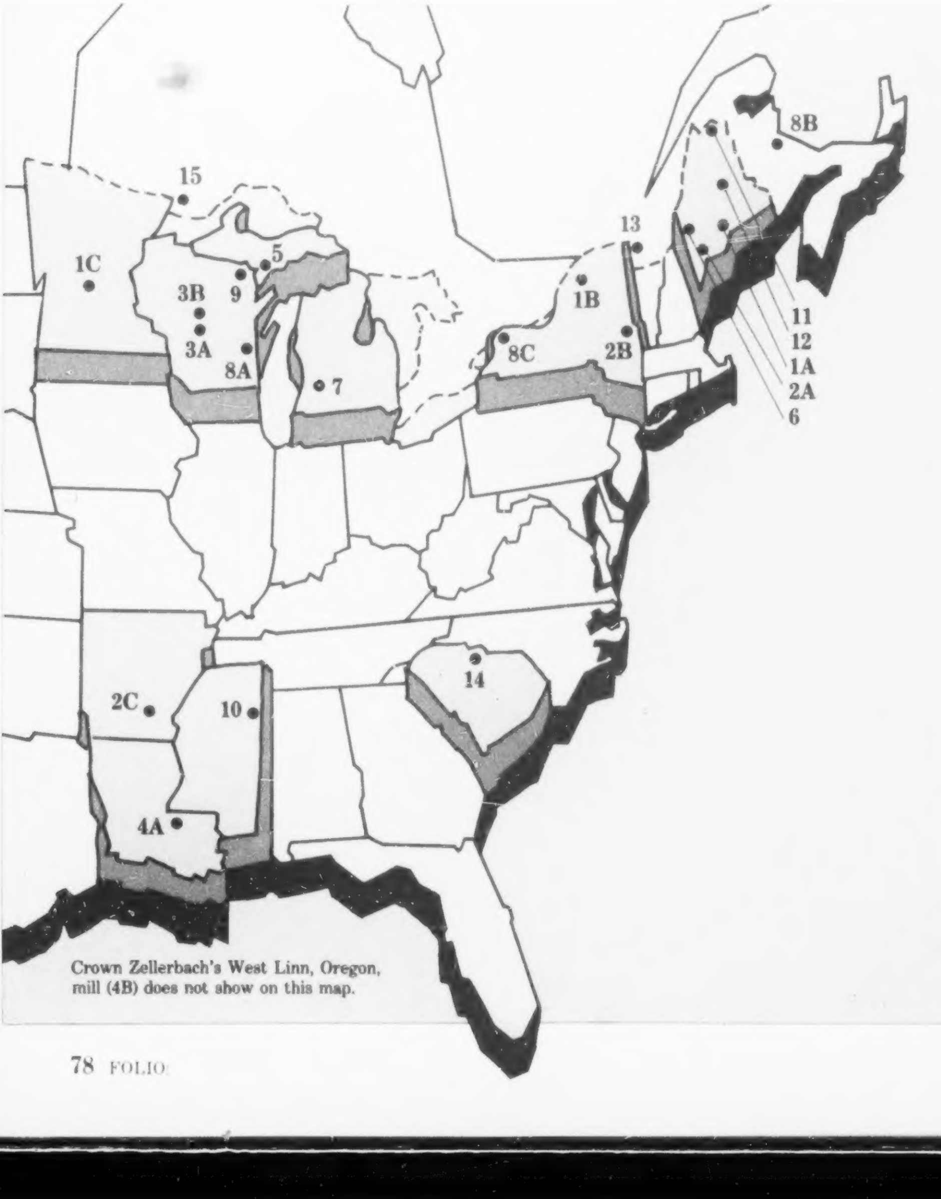
Magazine penetration

It's not enough for us to look at total tonnage numbers, since we are first and foremost interested in *magazine* tonnage. When paper is made, each grade competes for machine time with every other grade that the paper machine can manufacture. And the same paper can be directed to different market segments. But for our general guidance, it is helpful to know how much of each company's groundwood coated paper now goes to magazine end use.

Table 4 provides my estimate of the percentage of this paper produced by various companies that is used by magazines. Some companies gave me

Coated groundwood paper production and availability in North America

Table 3



Crown Zellerbach's West Linn, Oregon, mill (4B) does not show on this map.

1985 rank by tons available	Company
1	Champion
2	International
3	Consolidated
4	Crown Zellerbach
5	Mead
6	Boise Cascade
7	Blandin
8	Repap (Midtec Sales)
9	Niagara
10	Weyerhaeuser
11	Fraser
12	Great Northern
13	Krueger
14	Bowater
15	Provincial

†A dagger indicates that the author provided that number in the absence of a formal survey response.

the figures right to the percentage point, others gave me rough estimates, and a few declined to release any numbers. But, after talking with many sources, I am able to represent each company in the survey, at least within a certain general classification percentage range. Again, I cannot predict if each company's orientation will continue as it is currently projected.

In the August issue of FOLIO (page 96) I reviewed the pluses and minuses of buying paper from printers, merchants and mills. In that article I suggested that, for certain publishers, it is not advantageous or practical to buy directly from mills, but that a merchant or printer should be chosen.

Merchants and manufacturers

That's all well and good, but merchants are supported in varying degrees by these paper companies. In fact, four mills sell almost exclusively on a direct basis. Table 5 shows the percentage range of each company's coated groundwood paper sold through merchants. (Once more, lacking much specific information, I have provided three general groupings, with no guarantee of 100 percent accuracy.)

> "It is hard to believe we could have a tightness of supply within the next three years, but…"
>
> [illegible]

Available basis weights

Now that we have a pretty good idea of each company's tonnage, their percentages going to magazines, and the selling methods, let's look at three important paper details—basis weights, printing processes and surface finish. Table 3 (far right panel) shows four general basis weight ranges and the paper companies that participate within each range. It also specifies offset and gravure capabilities and gloss and matte availability.

The highest basis weight generally offered in coated groundwood paper is 70#. The only mill to go above that weight is Mead, which makes 80#, and indeed has the ability to go all the way to 100#. On the other end of the scale, the only company that goes down to

Mill location(s)	Present basis weight range	Coated groundwood capacity (000 short tons) 1985	1986	1987	1988	1988 rank	Availability by basis weight: Available for Offset	Gravure	Available in Gloss	Matte
A. Bucksport, ME B. Deferiet, NY C. Sartell, MN	30-70	650	655	655	680	1	□ ◩ ◪ ■	□ ◩	□ ◩ ◪ ■	◪ ■
A. Jay, ME B. Corinth, NY C. Pine Bluff, AR	32-70	435*	460*	585*	635*	2	□ ◩ ◪ ■	□ ◩ ◪ ■	□ ◩ ◪ ■	◩ ◪ ■
A. Biron, WI B. Wisconsin River, WI	32-60	420	431	576	606	3	□ ◩ ◪ ■	□ ◩ ◪ ■	□ ◩ ◪ ■	◩ ◪ ■
A. St. Francisville, LA B. West Linn, OR	34-70	304	305	320	348	5	□ ◩ ◪ ■		□ ◩ ◪ ■	□ ◩ ◪ ■
Escanaba, MI	45-80	300	300	320	330	6	◪ ■		◪ ■	◪
Rumford, ME	34-70	280*	280*	280*	280*	9	□ ◩ ◪ ■	□ ◩ ◪ ■	□ ◩ ◪ ■	◪ ■
Grand Rapids, MI	32-60	275	275	275	300*	7	□ ◩ ◪	□ ◩ ◪	□ ◩ ◪	
A. Midtec-Kimberly, WI	34-70	220*	225*	225*	225*	4	□ ◩ ◪ ■	□ ◩ ◪	□ ◩ ◪ ■	◪ ■
B. Miramichi-Newcastle, N.B.	32-40	0	60†	170†	220		□ ◩	□ ◩	□ ◩	◩
C. Nitec-Niagara, NY	40-70	0	0†	0†	0†					
		220	285	395	445					
Niagara, WI	40-70	185	205	205	210	10	◩ ◪ ■	◩ ◪ ■	◩ ◪ ■	◩ ◪ ■
Columbus, MS	38-50	175	180	185	185	11	◩ ◪	◩	◩ ◪	◩ ◪
Madawaska, ME	32-45	165	165	168	168	12	□ ◩ ◪	□ ◩ ◪	□ ◩ ◪	
Millinocket, ME	34-50	165*	165†	165†	165†	13	◪	□ ◩	□ ◩	◪
Trois Rivieres, Que.	34-45	130	130	130	130	14	□ ◩ ◪	□ ◩ ◪	□ ◩ ◪	
Catawba, SC	38-50	125*	191*	262*	290*	8	◩ ◪	◩ ◪	◩ ◪	◩ ◪
Thunder Bay, Ont.	38-55	100	110*	110*	110*	15	◩ ◪ ■		◩ ◪ ■	■
Total U.S. & Canada		3,929	4,137	4,631	4,882					

*When an asterisk follows a number, it indicates that the author changed the number provided by the company or modified a general number to reflect his estimate of coated groundwood only.

Basis weight range key:
□ 30-37# ◩ 38-44# ◪ 45-59# ■ 60-80#

30# paper on a regular manufacturing basis is Champion, though I suspect that one or two others have the technical capability.

I asked the 15 paper companies to estimate the future general movements for basis weights in magazine paper. Of the 14 that responded to this question, none estimated a direction higher; six thought the mix would move lower; and eight did not expect any appreciable change. Looking at the 1985 MPA Paper Survey, the respondents seemed to agree—perhaps a very slight shift downward, but almost imperceptible in magnitude.

> "An ever growing portion of paper produced in Canada will be coming to the United States in future years."

Printing processes

The two printing processes for magazines using coated paper are heatset web offset and gravure. I cannot estimate with great accuracy the percentage of one versus the other in magazine printing, but for total #5 coated groundwood paper consumption, gravure accounts for perhaps 25 percent. Certain magazines with long print runs use this process, but for all magazine printing I think that heatset web offset will grow more rapidly in the future. Each printing process applies the ink differently to the paper, so the paper for each requirement has different properties. For instance, gravure paper has to be smoother than offset paper.

All 15 companies in our survey manufacture offset paper, at least in some basis weight range. But three of the companies—Crown Zellerbach, Mead and Provincial—do not make gravure paper at all. See Table 3 to identify those paper companies that manufacture the type of paper you want within your specific basis weight range.

The great majority of coated groundwood paper used in magazines is glossy in finish, but certain magazines do have requirements for matte grades. Matte paper is coated, but not supercalendered. It does not have the shine of gloss paper, but with special inks it provides excellent hold-out properties for four-color printing in web offset. Certain art directors like the snappy ink holdout without the paper glare, and matte coated paper can be the answer. Therefore, Table 3 (far right panel) also identifies those paper companies that manufacture gloss and matte paper within each basis weight range.

You will note that all companies manufacture glossy paper, at least within certain basis weights. However, three companies—Blandin, Fraser and Krueger—do not provide matte paper at any basis weight. The lowest basis weight commonly manufactured in matte coated groundwood paper is 40#. Crown Zellerbach is the only company in our survey to go down to 36# paper in matte finish.

Because the qualities, specifications and other variations in printing paper are encyclopedic, even for coated groundwood grades, many publishers find it useful to have on hand one or two different paper directories. The accompanying Paper Resource Guide lists five directories that you might consider, although I'm not making any recommendations as to which of them may be just right for you.

I mentioned earlier that only announced capacity changes were included in this survey. But there are other moves that could occur, and I list situations that bear watching:

•Krueger currently manufactures uncoated groundwood at its Trois Rivieres mill in Quebec. Its two off-machine coaters convert a portion of this tonnage into coated groundwood paper, currently 130,000 tons. Krueger is

Percent of paper companies' coated groundwood output used in magazines

Table 4

	Less than 5%	21%-40%	41%-90%
Paper company	Great Northern	Mead, Niagara, Repap-Midtec, Weyerhaeuser	Blandin, Boise Cascade, Bowater, Champion, Consolidated, Crown Zellerbach, Fraser, International, Krueger, Provincial, Repap-Miramichi

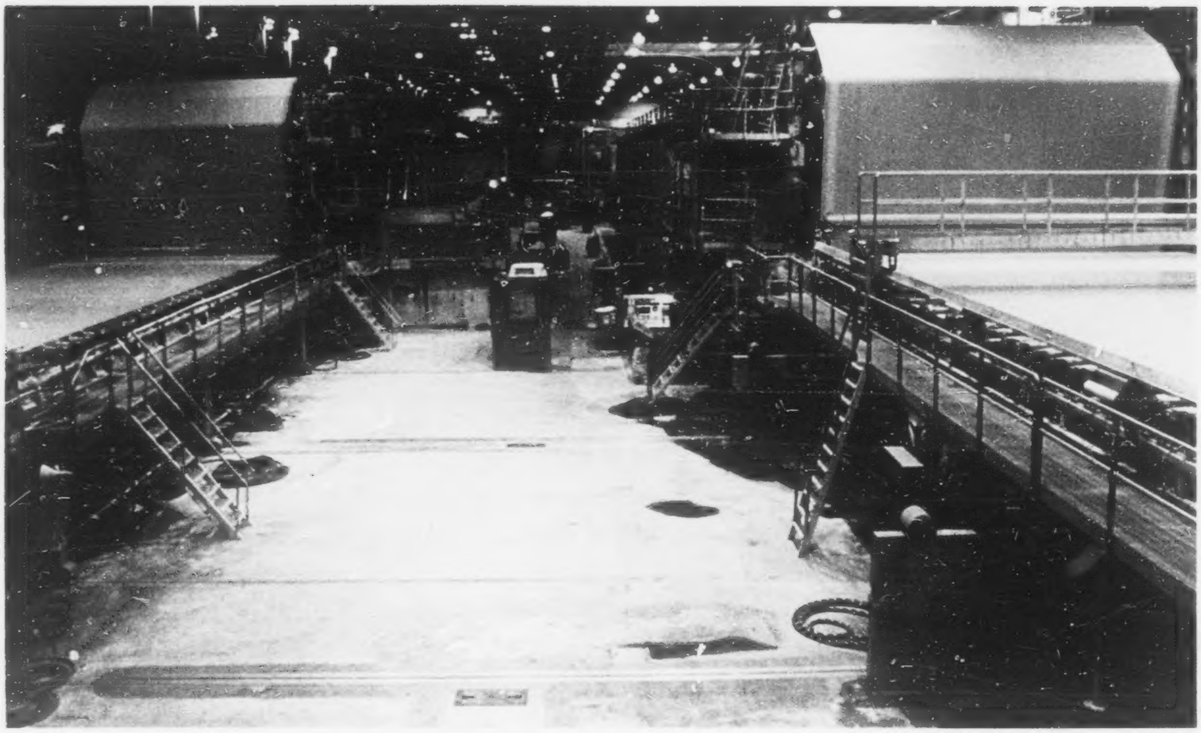
***Each grade of paper that is made** at a paper plant competes with all the other grades for machine time. And in the case of coated groundwood, the paper made is used by buyers other than magazine buyers. Therefore, it is interesting to see what percentage of paper company output is used by magazines.*

Percent of coated groundwood paper sold through merchants

Table 5

	0-5%	16%-35%	36%-60%
Paper company	Blandin, Bowater, Fraser, Great Northern	Boise Cascade, Champion, Consolidated, International, Provincial, Repap-Miramichi, Weyerhaeuser	Crown Zellerbach, Krueger, Mead, Niagara, Repap-Midtec

***Publishers have the option of buying** their paper directly from a mill, from a merchant or from their printer. However, merchants are supported in varying degrees by the paper companies. This table shows the percentage range of each company's coated groundwood paper sold through merchants.*



***From water and pulp to paper** all takes place in a long, open area called the fourdrinier. Above, paper shown on the right and left is in the process of creation at Champion International Corporation, Bucksport, Maine.*

assessing the expansion prospects for a third coater at this mill to increase coated paper capacity for its Canadian and United States customers. Such a decision could probably be implemented in less than a year from "go." Perhaps 60,000 to 70,000 tons would then be added in this category.

•Weyerhaeuser originally had grand plans for its "greenfield" millsite in Columbus, Mississippi. Its first machine was started up in 1982 and currently produces 175,000 tons annually of coated groundwood paper. The initial scheme was to follow up with a second coated groundwood machine and two uncoated woodfree machines that, when all up to speed, would have made this mill one of the largest on the continent. A second coated groundwood machine has been engineered, but for the past many months it has been on the back burner.

Now that Weyerhaeuser Company has formed a new entity (Weyerhaeuser Paper Company) to focus specifically on its paper activities, that project may finally heat up. I can't believe that the Columbus millsite will thrive with just one machine, and I can't believe that the uncoated woodfree market will make it sensible to move that way next. A second coated groundwood machine should at least double the present capacity for Weyerhaeuser in this grade.

•Niagara's parent company, Pentair Industries, is rumored to be studying a possible joint venture with Minnesota Power and Light for a "greenfield" mill in Duluth, Minnesota. This area has been looked at by others recently, and if Pentair proceeds with the project, the grade would either be lightweight coated paper or uncoated supercalendered paper. If lightweight coated groundwood gets the nod, perhaps another 200,000 tons would come on stream.

•Repap was, for a while, seriously considering the start-up of its old Nitec mill in Niagara, New York. Instead, it is moving forward with the coated groundwood project called Miramichi in Canada. Perhaps after that major project is digested, attention might again be turned to Nitec, to provide an additional 80,000 tons to the marketplace. But not, I think, for at least the next few years.

•St. Regis, before it was purchased by Champion, was actively considering a new machine, looking at three or four locations. With the consolidation of these two companies, Champion has had to focus on other more pressing considerations. But in the long term, it will be hard for them to relinquish their number-one position in coated groundwood. Numbers two and three are closing fast. I suspect Champion will resurrect the project in the next two or three years.

Forecast: Supply and demand 1986

It is hard to believe that we could have a tightness of supply within the next three years. Certainly the coated groundwood paper market for most of 1985 has been soft. And paper for most months has been readily available, with stable and even sinking prices. In addition, offshore sources have been flooding in in increasing amounts since 1984 as the relatively strong dollar has combined with soft markets elsewhere in the world to encourage its entry.

Indeed, Robert Farley, senior vice president, Magazine Publishers Association, says that "from the point of view of supply of paper, I would certainly think that the publishers are going to feel comfortable next year."

Time Inc., one of the largest users of coated groundwood paper in the United States, seems to echo that sentiment: "It will continue to be a soft market," says Richard Serafin, purchasing director, Corporate Manufacturing & Distribution Department. "Somewhat soft, I think would be a better term," he adds.

But I point to a few signals. One paper source noted that inventories are plummeting and that the long pipeline of imported paper is slowing down. He feels that we are in the middle of a correction period that could well run its course during the first quarter of 1986. Advertising pages have not been so robust as had been predicted, but paper consumption is not significantly different from 1984. And in certain other areas of coated groundwood consumption, paper usage is actually somewhat up. Add to these points the fact that my survey indicates an increase of capacity of 1986 of only 208,000 tons in North America, an increase equaling about 5 percent.

A look at 1987 and 1988

At The FOLIO Show last year in New York, I predicted that the coated paper market would soften shortly. It turned out that the softness came even faster than I expected. Publicly, almost everyone was saying that paper would remain tight, and many publishers were outwardly shopping for additional supplies. But I remember one member of the audience telling me confidentially that he was buying every monthly allocation to which he was entitled, but that he was shortly going to ask his merchant to resell portions of it quietly. His printer was running out of storage space. And a major magazine paper purchaser, one who does not like to be quoted, mentioned privately that his company was selling several lots of paper that he had earlier purchased from offshore.

At last month's FOLIO Show Magazine Paper Seminar, I predicted that the paper market would tighten sometime during 1986, although the situation should not become desperate. But most of the group felt otherwise, at least from what they said in public. Why do I think demand will come closer to supply? In part because we as a group tend to overreact to market conditions, and I believe there is a likelihood that inventories will be cut back too far before the reality of the situation sets in.

Certainly the increases in supply of coated groundwood paper for 1987 and 1988 are impressive. And others will be announced, both in North America and abroad. But usage should pick up too as we come out of the current business blahs and then approach another national election year.

It has been said that there are as many economists in this country as there are dentists, and it's a toss-up as to which one causes the most pain. Statistics are numerous and often contradictory, and it is hard to glean from them the information we need to make our moves.

It is too early yet to predict the supply:demand equation for 1987 and 1988, but we should all remember what to watch. As magazine publishers, it is very expensive to be wrong when it comes to the supply of paper.☐

Paper resource guide

The Competitive Grade Finder for the Paper and Graphic Arts Industry
Grade Finders, Inc.
P.O. Box 444
Bala Cynwyd, Pennsylvania 19004

Lockwood's Directory of the Paper and Allied Trades
Vance Publishing Corporation
122 East 42nd Street
New York, New York 10168

The Paper Yearbook
Harcourt Brace Jovanovich Publications
747 Third Avenue
New York, New York 10017

Post's Pulp & Paper Directory
Miller Freeman Publications, Inc.
500 Howard Street
San Francisco, California 94105

Walden's ABC Guide
Walden-Mott Corporation
475 Kinder Kamack Road
Oradell, New Jersey 07649

How this survey was conducted

To provide data relevant to magazine publishers, the 15 paper companies that together manufacture virtually all the coated groundwood paper produced in North America were surveyed in the following manner:

•*The design of a special survey for North American coated groundwood paper:* Several of the 15 companies make both coated groundwood paper and coated woodfree paper on the same machines. In these cases, numbers were requested that projected each machine's normal grade mix. Each of these companies also makes several basis weights of paper, so the questions were designed to provide the average basis weight mix for coated groundwood tonnage totals. Total "normal" capacity was considered (total available days, less holidays and scheduled maintenance downtime), with no further reductions for possible lack of orders.

•*The agreement from each paper company to participate:* A representative of each paper company agreed to review the survey and to provide as much information as the company would permit. Any other information, beyond survey questions, was also invited.

•*Analysis of the completed surveys:* All 15 paper companies responded formally by returning the survey. Many answered each and every question, including the largest coated groundwood paper manufacturer, Champion. And every company responded at least in part.

•*The follow-up interviews and discussions:* Some of the companies were concerned that, by answering all the survey questions, they might be revealing information that could be useful to their competitors. In these cases, additional interviews and discussions were held, either with the person who filled out the survey or with others knowledgeable about the company.

•*Comparing survey information with other statistics.* To provide the most accurate numbers possible, the answers were checked against other sources for reasonableness and accuracy.☐

Special focus:
PRODUCTION

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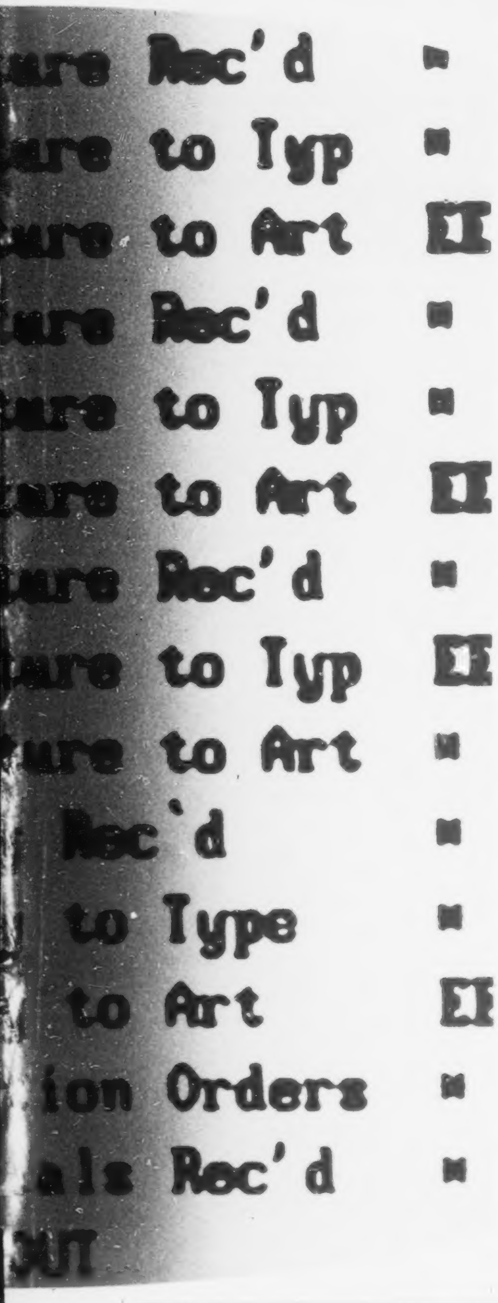
1/86 THE MAGAZINE FOR MAGAZINE MANAGEMENT $6.00



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Software expedites production process

Help is on the way for weary production managers. New software speeds up scheduling, projects impact of missed deadlines, keeps track of ad sizes and colors, and aids in imposition planning. **118**

Living with unpredictability

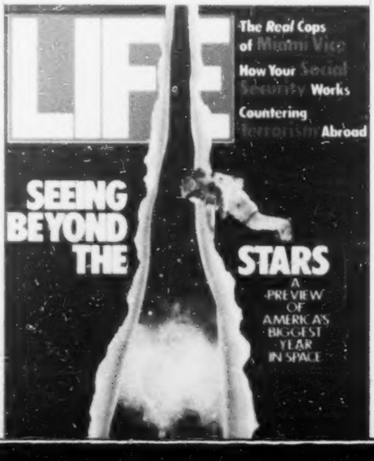
Technical Publishing's Jack Abely says publishers rarely shine when it comes to predicting business trends. But he thrives on the challenge—and Technical has thrived under his direction. **85**

Newsstand marketing: Industry plan unveiled

MAPDA wholesalers propose industry-wide strategy that would include a forecasting group, national and regional marketing centers and a national database. **23**

How does the new *Life* differ from the old?

Consultant John Peter reveals the secrets of the new magazine's success. **142**


LIFE
The Real Cops of Miami Vice
How Your Social Security Works
Countering Terrorism Abroad
SEEING BEYOND THE STARS
A PREVIEW OF AMERICA'S BIGGEST YEAR IN SPACE

Your advertisers' *real* opinions

Now's your chance to hear some frank talk by advertisers about the magazine medium, advertising rates, positioning, makegoods and much more. **132**

January 1986

Where to cut production costs 126

With ad pages flat, newsstand sales off, and inflation down, management is looking more to production for cost savings. What are your options?

Coping with space buyers' personalities 149

You've probably met these personality types—the grouser, the alibi kid, the man who isn't there—on sales calls. How do you get them to drop the act?

Publishers drop drop-shipping; USPS left holding bag 23

Changes in rate structure last year left publishers with virtually no incentive to drop ship. USPS eyeing next rate case as chance to reverse the trend.

Luce, Beard among Hall of Fame inductees 49

Twelve other consumer and business magazine greats and outstanding individuals in book publishing honored at second annual Hall of Fame ceremony.

Tactful rejection of nonqualified requests 138

For controlled circulation magazines, turning down a nonqualified request is touchy. How do you respond without irritating? Should you promote a paid subscription?

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Effective sales presentations: The essential ingredients, by Walter Joyce. 159

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Newsstand task force reveals sales boosting strategy

Joint wholesaler/national distributor study group devises tests, presentation—and offers a challenge

Colorado Springs, Colo.—The single-copy task force formed last April by national distributor and wholesaler representatives has emerged with several proposals for combating the troubling newsstand sales slump.

The proposals encompass the concrete and the idealistic. But perhaps the most significant outcome is the apparent degree of cooperation between the wholesaler and national distributor communities.

Robert Sakariassen, president of the wholesalers' Council for Periodical Distributors Associations (CPDA) and CBS Magazine Marketing President Robert Alexander, chairman of the national distributors' trade association IPDA, jointly presented the proposals and recommendations from the task force at a recent convention sponsored by the Mid-American Periodical Distributors Association (MAPDA), a regional wholesaler trade group.

20/20 vision

Most immediate among these proposals is a challenge for all wholesalers to increase sales in 1986 by 20 percent in the top 20 percent of their accounts—a program the task force has labeled "20%20"—by increasing display space, increasing title selection or by any other means which will produce the desired sales goal. To build momentum for the program, the task force intends to solicit promotion ideas from wholesalers and distributors and to track and publicize "success stories" throughout the year, Sakariassen said.

Other planned projects include:

•The development of a presentation aimed at publishers to stress the value and inherent strengths of newsstand sales. A committee consisting of John Harrington, CPDA executive vice president; Franklyn "Lee" Rodgers, president of Warner Publisher Services; and Joseph Walsh, president of Curtis Circulation Co., has been appointed to gather facts and statistics and compile the presentation.

•A test to measure the sales impact of eliminating all subscription promotions within a defined geographic area and reinvesting the freed-up promotion dollars in single-copy sales promotion. Details of the test, including where it will be conducted and who will participate, have not been worked out yet. Publishers wishing to take part should contact either CPDA or IPDA.

•A test to measure the sales impact and costs of different levels of in-store service. Each IPDA member will work with one wholesaler to set up and measure an in-store merchandising test.

•Establishment of industry standards for coding and telecommunicating data. As various members of the distribution channel develop databases and telecommunications capabilities (IPDA and MAPDA have two such projects underway), standards must be developed so that information can be shared. The task force is developing such standards. It also plans to study all of the telecommunications projects now underway in order to find the most efficient ways to satisfy the industry's information needs.

•A program designed to encourage reading among young people is being coordinated by CPDA. Wholesalers are being asked to conduct pilot tests

Holidays given by publishers in '86

1986 holidays			% of companies giving holidays
New Year's Day	Wednesday	January 1	100%
Martin Luther King Day	Wednesday	January 15	17
Lincoln's Birthday	Wednesday	February 12	6
Washington's Birthday	Monday	February 17	69
Good Friday	Friday	March 28	25
Memorial Day	Monday	May 26	98
Independence Day	Friday	July 4	100
Labor Day	Monday	September 1	100
Columbus Day	Monday	October 6	27
Election Day	Tuesday	November 4	8
Veteran's Day	Tuesday	November 11	10
Thanksgiving	Thursday	November 27	100
	Friday	November 28	85
Christmas	Thursday	December 25	99
	Friday	December 26	74
New Year's Eve	Wednesday	December 31	42%

Average number of company holidays for 1986: 10*

*Some companies give other holidays not noted above (*i.e.* religious holidays, employment anniversary dates, or company-, magazine- or regional-specific holidays). These have been tallied into average number of company holidays when they fall on a fixed date.

***A survey of member publishers** by the Magazine Publishers Association's personnel committee reveals that besides the six basic holidays given by all or virtually all respondents (New Year's Day, Independence Day, Labor Day, Memorial Day, Thanksgiving and Christmas), most companies are creating four-day weekends for employees at Thanksgiving and Christmas. Washington's Birthday is far more apt to be designated a holiday than Lincoln's.*

Personal days

No. cos.	No. Days
12	1
34	2
17	3
1	4
8	5-7

***Of 113 responding MPA members,** 72, or 64 percent, offer personal days. Most offer two such days.*

in which off-sale copies of magazines will be distributed to schools for use in established reading programs.

In addition, the task force has worked with members of the Magazine Publishers Association's single-copy task force in getting the direct profit profitability (DPP) study off the ground (see FOLIO: November 1985, page 27). MPA has earmarked $400,000 for the study, while wholesaler groups have pledged an additional $100,000.☐

Switching from newspaper to magazine mentality

L.A. Times Magazine hopes to combat negative reaction to early issues with the help of magazine pros

Los Angeles—Management at the *Los Angeles Times* is mustering its forces in an attempt to counteract criticism following the early issues of its much-touted *Los Angeles Times Magazine*. In so doing, the newspaper is turning to individuals with magazine backgrounds for help.

Bert Pucci, who retired last August as publisher of rival *Los Angeles Magazine*, was brought on board in the fall to serve as a consultant to the marketing department. Simultaneously, Michael Parrish was promoted from associate editor for news and features to editor of the Sunday magazine. Parrish has a mix of newspaper and magazine experience (freelancer for *Life, Smithsonian, California* and *Los Angeles* magazines; assistant editor of op-ed pages; and, later, associate editor for the *Los Angeles Times*).

Pucci says that early issues of the magazine, in his opinion, showed little focus or direction. "The problem, I think, is that the *Los Angeles Times* simply does not have a magazine mentality," he asserts. "With a newspaper mentality, you're writing for everybody; you're writing news," he continues. "A magazine mentality is different. You have to target your audience—pick out a certain segment of the market and concentrate on it. As the *Los Angeles Times Magazine* now looks, nobody can quite understand it. One week it appears aimed at 35–55-year-olds; the following week, it seems honed for a younger audience. This can be confusing, not only for readers, but for advertisers as well."

Pucci stresses that "there is no doubt that the Sunday *Times* is delivering the audience—the efficiency is fantastic." But, "If you can't get people to read the magazine, you are going to have a problem" with advertising in future months, he adds.

He says he isn't looking for any fanfare regarding his recent *Times* link-up; to date, the *Times* has cooperated in that regard. "I'm just there to consult with them on the complete package," he says. Ideally, he would like his marketing-initiated consultancy to carry over into editorial. But he adds, "I don't know if they [editorial and marketing] are allowed to interface."

However, the new editor, Parrish, says of Pucci's role: "I would like to think that that [editorial] is not where he will be lending his expertise."

As to which audience his magazine's editorial is designed to reach, Parrish says: "All of the *L.A. Times*'s readers. We are another section of the Sunday paper. A lot of people have misunderstood us. We're just part of the total package."

So far, so good with ads

Peter J. Delano, the magazine's advertising manager, acknowledges that ad pages have decreased since the premiere issue, but says that that is to be expected. "Our first issue was sold to capacity," he says. "We certainly didn't expect to continue that pace." In fact, in terms of advertising pages, Delano points out, the *Times* can regard the magazine as nothing less than a winner. "In the fourth quarter of last year, we carried 290 ad pages in our *Home* magazine [the newspaper's former Sunday magazine]." Ad pages in the *Los Angeles Times Magazine* were on their way to being double that number for fourth quarter 1985, as of late fall, he reports.

While *Home* was replaced on October 6, much of its editorial legacy—gardening, home and decorating features—lives on in the new magazine. In addition, the new magazine has been offering many—some say way too many—celebrity-oriented articles: a piece

TO FLY FOREVER

So Says Shirley MacLaine

PERSONAL PLEASURES

STOKED

Los Angeles Times Magazine

Those Eyes: The Linda Evans Boom

***Over-emphasis on stars** and their hobbies flaws the* L.A. Times Magazine, *assert some critics. Others maintain that satisfying readers' fascination with celebrities comes with the territory.*

about actress Linda Evans; a "Q&A" with Harry Belafonte; an opinion piece by Steve Allen; and a look at fishing by one of the "Hill Street Blues" stars, to name a few.

A media director at a major ad agency in Los Angeles, who requested anonymity, says of the *Los Angeles Times Magazine*: "I think they'd better get their act together, or I, for one, will have a difficult time recommending them to clients."

Criticisms of the new magazine are also emananting from the quarters of *L.A. Weekly*, a 150,000 circulation weekly newspaper that is Los Angeles' answer to New York's *Village Voice*. In a recent editorial, *L.A. Weekly*'s editors contended that *Times* reporters are not allowed "to contribute anything of significance in their fields of expertise" to the pages of the new magazine. Even if the *Times* people were cut loose to take their best cuts, the 'people, places, pleasures, airline inflight formula' of the book wouldn't allow the good stuff in," they opined, characterizing the magazine as having "a general dullness and lack of excitement."

Parrish refutes *L.A. Weekly*'s comments on the input, or lack thereof, of *Times*'s staff members: "Many times, the editors of the other sections of the paper come to me with story ideas."

Meanwhile, executives at *Los Angeles Magazine*, who had been maintaining a cool attitude while waiting for the arrival of the *Times*'s new baby (see "*L.A. Times* experiment: Ad duel or teapot tempest?" FOLIO:, September 1985, page 21), are now ready to comment. D. F. Delle Monache, president of *Los Angeles Magazine* (he has also been wearing the publisher's hat since Pucci's departure), says he was disappointed in the first issue of the new rival to his magazine. "They didn't deliver what they promised," he says.

Delle Monache also asserts that the new magazine has had no effect on ad sales of his own publication. "Both the October and November issues of our book are very strong," he says. What of the fact that the *Times*'s Delano was also projecting extremely healthy November and December issues? "Naturally," says Delle Monache. "It's just before Christmas. Let's see what happens to them in January and February."

Not to play down what he sees as the magazine's problems with lack of focus and a newspaper mentality, Pucci nevertheless notes that the *Los Angeles Times Magazine*'s biggest obstacle may have been the overwhelming promotional heralding of its launch. "No magazine could live up to the promotion this one received over the course of many months," he says. "But it's easy to criticize, isn't it?"☐

84% of monthlies delivered late

Publication delivery box score:
Monthly second class publications, July-September 1985

City	Better than USPS standard	Service standard	1-6 days late	Later
Composite average*	4%	12%	62%	22%
Boston (Area 021)	3	17	58	22
New York (Area 100)	0	14	56	30
Buffalo	2	5	70	23
Pittsburgh	2	4	68	26
Philadelphia	0	7	50	43
Washington, D.C.	5	8	59	28
Atlanta	10	23	51	16
Miami	20	29	44	7
Memphis	0	4	50	46
Cincinnati	9	16	64	11
Detroit	0	2	38	60
Milwaukee	4	11	69	16
Minneapolis	1	5	80	14
Chicago	0	4	78	18
New Orleans	0	0	87	13
Dallas	6	20	63	11
Houston	8	8	62	22
Denver	6	19	65	10
Los Angeles	5	9	55	31
San Francisco	10	24	47	19
Seattle	6%	20%	55%	19%

*Including other U.S. cities and SCFs not listed
Source: Red Tag News Publications Association, Inc.

The percentage of monthly second class publications delivered late increased to 84 percent in the third quarter of 1985, from 79 percent in the second quarter of the year, according to the Red Tag News Publications Association, Inc. Association monitors found that during the first quarter of the year 88 percent of monthlies were delivered late.

ABC elects officers

David K. Braun, director of media services for General Foods Corporation, has been selected as chairman of the board of directors of the Audit Bureau of Circulations (ABC). Elected in 1980 as a board director to represent U.S. advertisers, Braun was a vice chairman during 1984 and 1985.

Braun, who will serve a one-year term, succeeds Donald G. Goldstrom, vice president and director of advertising and marketing services at Armstrong World Industries Inc. Goldstrom, who had been chairman since 1983, will remain as a board director.

William S. Campbell, vice president and director of circulation, Hearst Magazines, was among the new vice chairmen elected to the board. He has served as a director representing publishers since 1974.

The magazine division re-elected Hugh Crocker, circulation director of TV Guide/USA and a board director since 1981, as a board representative. Robert E. Riordan, president of Family Media Inc., was chosen by magazine publishers to fill the seat formerly oc-

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Judges critique
Best direct marketing efforts

What makes a circulation direct marketing piece a winner? Experts explain their choices for the Folio Circulation Direct Marketing Awards. **94**

Breaking ground at *Country Living*

When a magazine is already a smashing success, what's a new publisher to do for an encore? Dick Sarno is sowing the seeds for new varieties of advertisers.
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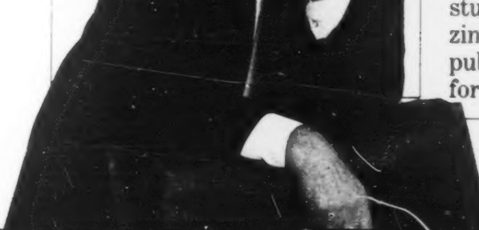
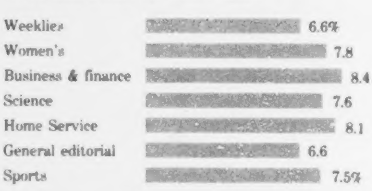


Magazines' 6-8% ad rate hikes unjustified, agencies assert

Maintaining the quality that advertisers want requires increases in excess of inflation, retort publishers. **27**



*Partial list provided by Young & Rubicam

Business magazine research attacked

"Wastebasket" reader research studies are hurting business magazines' credibility, says one major publishing firm, which is bucking for audits. **29**

The pref network one year later: An analysis

Some of the bugs are out, though delivery figures still aren't impressive. And, if the system's costs are high, a big second class rate hike might be in store. **27**

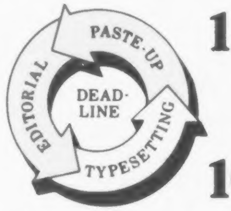
February 1986

Revitalizing single-copy sales 84

Publishers and distributors reveal their strategies to cure the malaise at the newsstand; industry and individual efforts underway to reverse downward trend.

The editorial/typesetting/paste-up loop 132

Getting it right the first time may be wishful thinking, but that doesn't mean we can't get closer to the ideal.



Why some magazines never die 104

Certain magazines—like *Life, Inside Sports* and *The Saturday Review*—live on long after their death notices. Here are 12 characteristics of magazine immortality.

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How are publishers doing? A study of critical numbers by Veronis, Suhler & Associates reveals how the public magazine publishing segment has fared over the past five years.

Business publishers starting their own 'J Schools' 32

Frustrated by new editors' lack of knowledge about publishing dynamics and business publishing in particular, some companies have taken education into their own hands.

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LETTERS

Crain defended

Eliot Schein should have terminated his December direct marketing column at paragraph two where he notes the "remarkable success of *Ad Age* . . . just seems to grow and grow." Instead he continues for another 15 graphs trying to pitch the Publishers Crain.

I'm no fan of Crain's marketing efforts, editorial slants or graphic packages either, but as a provider of hard, fast and generally reliable news and trends for the markets they cover, the Crain stable is tough to beat.

Greg Proteau
Public Relations Director
National Marine Manufacturers Assn.

I am writing to dispute some of the very naive comments Eliot Schein included in his December column about *Crain's New York Business*. [See "Crain's marketing plan for the Big Apple," FOLIO:, December 1985, page 117.] Without the benefit of a split test of the promotion, I can only refute his speculations on the basis of knowledge and experience in the field of direct marketing business newspapers.

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AND
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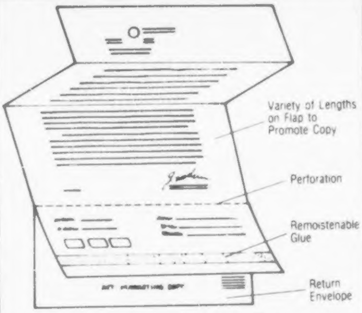

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Schein chides Crain for offering a sub price of $25 instead of $24.97. Since the potential subscribers' companies pay the bill, they have little or no interest in a difference, monetary or psychological. In fact, the "consumerish hype" of the odd pricing is a turn off in this business-to-business transaction, as opposed to the nice, clean 25 buck fee. (Note that the FOLIO: bind-in sub cards use whole-dollar pricing.)

Schein then takes them to task for using a regular reply envelope instead of a BRE. Since the envelope will just run through the subscriber's company's postage meter, why would he (she) hesitate to use an unpaid envelope? Why should the publisher waste all that money paying postage? (Again, note that FOLIO:'s sub cards are also not postage paid.)

In light of what I know about business-to-business direct marketing and Crain's multitude of successes, I would have to assume Crain knows what they're doing. I'm not so sure about Schein, though.

Henry E. Dorfman
Publisher
Cincinnati Business Courier

The author replies

Since Mr. Dorfman seems to hold *Crain's New York Business* in high regard, he'll doubtless be interested to learn that, according to Crain's circulation expert, Mia Perkin-Jensen, it now plans a special offer priced at $19.75. (As for FOLIO:, I think $58 is definitely a good example of odd pricing.) Also, *Crain's New York Business* normally *does* send a BRE; the plain envelope was a mistake, it shouldn't have gone out that way. (And, since roughly 15 percent of its subscribers are at home addresses, I don't think they want to give that up.)

Jogging for dollars

Your item in the December issue in regard to the pros and cons of using a collection agency letter somewhere in the collection series was of interest. [See "Early collection agent efforts," page 26.]

We've been successful in making "collection jogging calls" on behalf of publishers. Here, using a low-key style, we ask the subscriber if payment has been sent, or if there is some "misunderstanding between us."

The tone of the call doesn't upset the subscriber. The proof is receipt of a check in three out of 10 calls.

Lawrence Steinberg
President
Mar-Tel

Sex in ad sales

Interesting comment by *Home Mechanix* publisher Marlene Jensen in your "Letters" column (FOLIO:, December 1985, page 4). It didn't bother her that during a sales call, the woman she was trying to sell ignored her but was "deeply interested in the male salesman who accompanied me. . . . We got the business so I was delighted."

If that statement (in reverse) were made by a man, no doubt it would be denounced as sexist by women and men alike in the managerial ranks who know—or should know—that the issue of gender has no rightful place in publishing or any other business.

Ms. Jensen and I were both at CBS a short while back, and I have always respected her opinions. But with this statement, Marlene, I must say (do I dare?), your "slip" is showing.

Thank you, FOLIO:, for a wonderful magazine.

Paul M. Eckstein
Managing Editor
The Practical Accountant

Correction

In our December feature, "Coated groundwood report," page 78, Blandin Paper Company was incorrectly located. The correct location is Grand Rapids, Minnesota.

How business magazines rank as info source

Higher than trade associations; lower than one's spouse

Aurora, Ill.—When it comes to getting the business information they need, heads of small businesses rely on their industry publications almost as much as their spouses, accountants and bankers, according to a survey sponsored by Comprehensive Accounting Corporation.

The study found that 30 percent of respondents regard industry-specific business magazines as "very important" sources of information in helping them run their businesses. Spouses, however, were the source named "very important" by the largest number of respondents—61 percent. Accountants were perceived as very important by 51 percent, and bankers by 41 percent.

Taking fifth place were trade associations, which were regarded as very important, by 24 percent. At the bottom of the list were local television (rated very important by 9 percent), network television (9 percent), *The Wall Street Journal* (7 percent) and general business magazines such as *Forbes*, *Fortune* and *Business Week* (6 percent).

The recently released survey results are based on telephone interviews of 203 heads of U.S. business firms with annual sales of $300,000 or less. Interviews took place during September and October of 1983, and were conducted by employees of Research & Forecasts, Inc., an independent research firm. Comprehensive Accounting Corporation specializes in services for small- and medium-size businesses.☐

Top five sources of information, as ranked by heads of small businesses

	Very important	Somewhat important	A little important	Not important	Don't know/ no answer
Spouse	61%	11%	3%	17%	17%
Accountant	51	22	6	18	4
Banker	41	28	9	20	2
Trade publications	30	33	6	27	4
Industry/trade association	24%	33%	11%	27%	6%

Source: Comprehensive Accounting Corporation survey

Spouses get the highest ranking *as sources of information in a survey of heads of small businesses, but trade publications take fourth place—ahead of trade associations, trusted personal advisors, local newspapers, lawyers and business-oriented television programs.*

Magazine/video tie-ins: growing opportunities

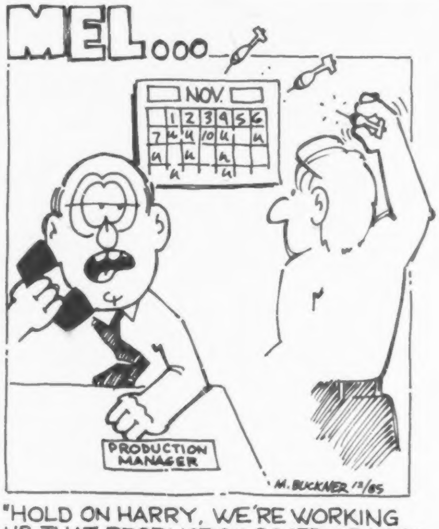
With the increasing segmentation of the magazine and television markets, and with the proliferation of home videos, both competition and opportunities for magazines now go far beyond the print medium, notes Playboy Enterprises President/ CEO Christie Hefner.

Recognizing this, her company, which is already involved in home video production, is now testing "video centerfolds" as retail and mail-order tie-ins to the magazine itself.

The first videotape featuring the Playmate of the Month went on sale concurrently with the January issue of *Playboy*. A bind-in card in the magazine also promotes the video, which is priced at $9.95. Plans also call for promoting a magazine/video package.

Playboy executives say they will use their national distributor, Warner Publisher Services; the videotape distributor, Karl-Lorimar Home Video; and their own field staff to sell the magazine more effectively in videotape stores and to sell the tape more effectively in traditional publication outlets.

A spokesperson for Lorimar comments that his company is signing up other magazines for a major push into magazine-related videotapes.☐



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Readability marks strong business magazines

It's true every time, maintains Doug Mueller, president of Gunning-Mueller Clear Writing Institute, after an in-depth study of trade and business magazines' editorial. "I find that the bigger the business magazines are—the higher the circulation and the higher the ad revenue—the more they pay attention to readability," he says.

Medical Economics magazine, for example, reads consistently at the eighth-, ninth- and tenth-grade level and has a lower "fog index"—Mueller's term for readability—than even *Reader's Digest*, *Time* and *Newsweek*. "The successful business magazines realize that even educated professional people prefer to get information without straining," he notes.☐

Marketing briefs

McGraw-Hill's *Business Week* will run its first special advertising section on fashion in its April 7 issue. The section, titled "Spring '86 Fashion Portfolio," will feature clothing, jewelry, fragrances and skin-care products. The issue closes on February 9. Ad rates are $31,760 for a black-and-white page; $48,300 for color.

Beverage World will celebrate the hundredth anniversary of Coca-Cola with a special "Coke 100" edition. This issue is due to be published in May, the same month that Coca-Cola will host a birthday party in Atlanta for its bottlers and associates. This special issue of *Beverage World* will highlight Coke's history, and its position in domestic and foreign markets. It is published by Keller International Publishing Corp., Great Neck, New York.

Computer Decisions opened 1986 with its first product-oriented special issue, titled "Top Products of 1985." The issue reviewed computer and computer related equipment and systems that were introduced in 1985. *Computer Decisions* is published biweekly by Hayden Publishing, Hasbrouck Heights, New Jersey.

Working Woman, *Success* and *American Way*, the in-flight magazine of American Airlines, teamed up to produce a special supplement, "Strategic Thinking: A Guide to Business Growth in the '80s." The section ran in the January issues. The 32-page supplement, geared to managers of newly established businesses, covered financial and equipment topics. A black-and-white page costs $31,450; a four-color is $42,150.

The Magazine Antiques has put advertisers on the map—literally. The monthly, published by Brant Publications, New York City, has begun inserting gatefold maps that highlight antique shops and inns in various areas. The first appeared in July, followed by two others. The next map, in the February issue, showcases the Southern states. Businesses listed on the maps pay $200 for the exposure.

Corrections to The Folio:400/1985

Please note the following corrections to the latest edition of The Folio:400. The editors apologize for any confusion or inconvenience caused by the errors and urge the readers to familiarize themselves with the corrections below.

Hustler

In Table 11, "Top 50 Consumer Magazines by Net Change in Average Newsstand Circulation," *Hustler* should not rank. The correct net change for this magazine is -1,053,063. *Circus Magazine* takes the top spot and *Success!* moves in with a net change of 3,759.

Market Highlights

The phrase, "to exit the market," used in the market highlights, refers only to magazines not included in The Folio:400/1985. Specifically, we wish to clarify that *AMM* (Metals, page 319) and *Learning* (Education, page 345) continue to be published, although not ranked among the 400.

Financial performance review:

How magazine publishing stacks up

Financial data show public magazine sector in good health and growing stronger at end of first half of 1980s

BY JOHN S. SUHLER AND DAVID C. LAMB

Despite disappointing revenue growth over the first half of the 1980s, magazine publishers outperformed the communications industry in annual operating income growth and improved profit margins.

The publishers also proved themselves to be much more efficient asset users than did other communications businesses. Their greater efficiency exhibited itself not only in terms of operating income return on assets, but also in terms of cashflow return on assets.

These conclusions are drawn from the data presented in the third annual edition of *Communications Industry Report*, issued by Veronis, Suhler & Associates. The report carries data for 313 business lines of 245 companies operating in the United States and Canada. It groups the data into 10 industry segments and a miscellaneous grouping for cases where less than 60 percent of the revenue in a business line comes from a categorizable communications activity.

The data show that the communications industry's magazine publishing sector, the combined results for business and magazine publishers, amounted to $3.5 billion in 1984—6 percent of the communications industry's total revenue. The magazine sector's $0.4 billion ($400 million) in pretax operating income in 1984, however, accounted for a somewhat smaller 5 percent of the industry's total income. The sector's operating income margin stood at 13.1 percent in 1984—1.9 percentage points lower than the industry's 15.0 percent margin.

The 10 industry segments, besides the two magazine publishing segments (business and consumer), include newspaper publishing, broadcasting, cable and pay television, and business information services. Also included are book publishing, entertainment programming and distribution, recorded music, and advertising.

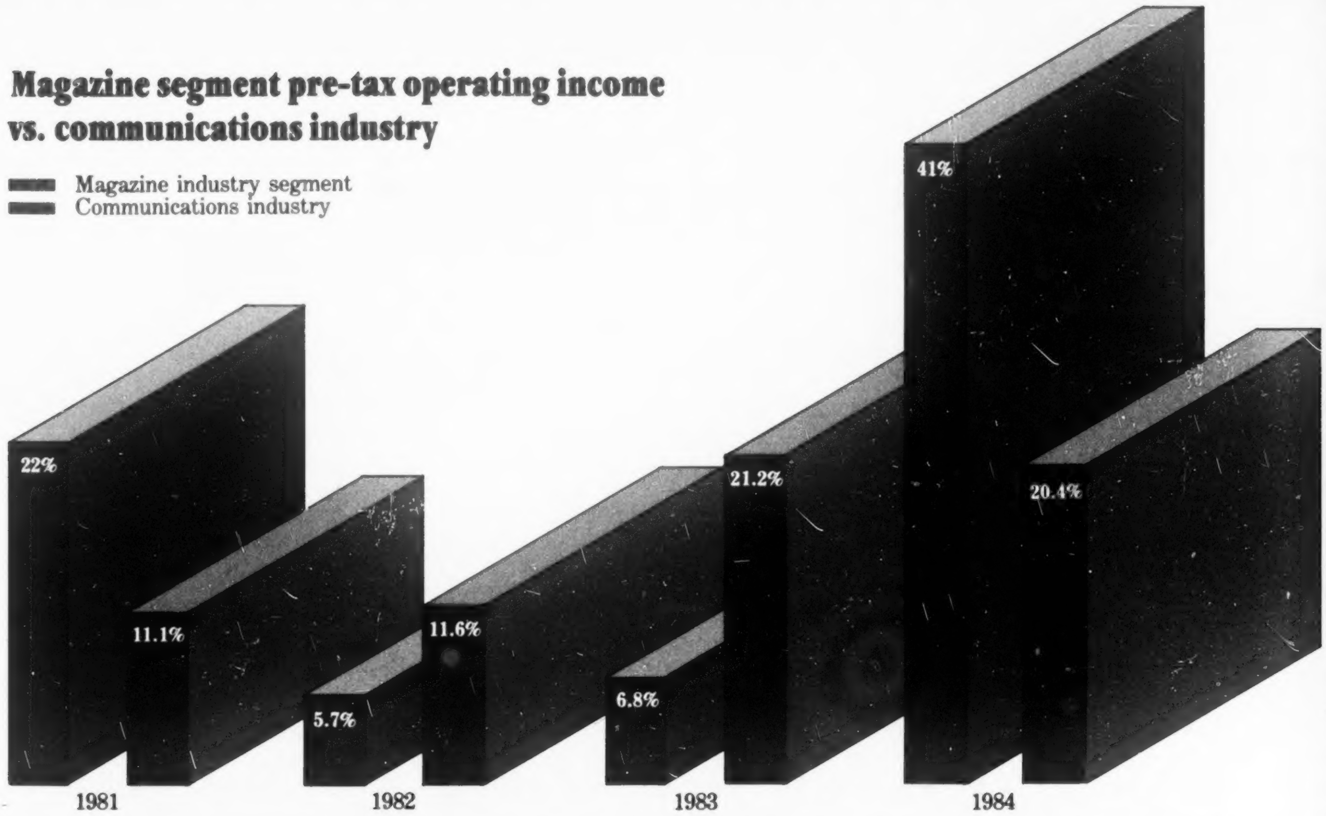
In the magazine sector, data have been compiled for 14 business and 15 consumer magazine publishers. No publisher in one magazine segment appears in the other—an indication that the business operations of the two segments are distinctly different from each other. This difference becomes even more evident when the financial results for the two segments are directly compared with each other.

Five-year sector results

For the five years ending with 1984, the operations of 26 magazine publishers (all but one of them publicly held) managed a 9.1 percent compound annual growth in revenue, compared with 13.6 percent for the communications industry. But the publishers' pretax operating income for the period grew 38.1 percent annually. And their profit margins in 1984 improved 2.9 percentage points from margins in 1980, compared with an improvement of only 1.2 percentage points for the industry.

The magazine sector only came near equaling the overall communications industry in terms of its five-year compound annual growth of pro forma cashflow (17.8 percent versus 18.0 percent). However, the sector outperforms the industry when cashflow margins for 1984 are compared with those for 1983

John S. Suhler is president of Veronis, Suhler & Associates, a New York investment banking firm specializing in mergers and acquisitions in the communications industry. Since its formation in 1981, VS&A has represented magazine publishers and other communications industry clients in investment banking transactions totaling more than $600 million. David C. Lamb, an associate in the firm, is the editor of VS&A's annual Communications Industry Report.



Magazine segment pre-tax operating income vs. communications industry

Magazine financial growth, 1980-84

Classification	No. of cos. in segment	Year-to-year growth 1981	1982	1983	1984	1980-84 compound annual growth
Revenue						
Business magazine segment	14	14.6%	.0%	5.3%	14.4%	8.4%
Consumer magazine segment	12	10.9	4.3	12.5	12.4	10.0
VS&A magazine sector totals	26	12.1	2.9	10.2	13.0	9.5
VS&A communications industry totals	282	12.8	12.2	13.1	16.1	13.6
Pretax operating income						
Business magazine segment	14	5.4	3.6	17.5	27.7	13.1
Consumer magazine segment	12	35.1	7.0	0.5	50.3	21.6
VS&A magazine sector totals	26	22.0	5.7	6.8	41.0	18.1
VS&A communications industry total	282	11.1%	11.6%	21.2%	20.4%	16.0%

***Combined business and consumer magazine revenue** posted record annual growth in 1984, pulling up the annual growth rate for the first half of the 1980s to 9.5 percent. Pretax profits hit a record-setting 41.0 percent in 1984, lifting the five-year annual growth rate to 18.1 percent. Magazine profits grew faster than overall communications industry profits both periods; consumer magazines topped business magazines in profits for both periods.*

(3.5 percentage-point growth for the magazine sector versus 2.7 percentage-point growth for the industry). Cashflow is "pro forma" because it is obtained by adding depreciation and amortization to pretax operating income to approximate actual cashflow.

As for assets, the magazine sector's assets grew only 7.3 percent annually over the five-year period, compared with 18.6 percent annual growth for the industry. But, supporting its reputation as an efficient user of assets, the magazine publishing sector's 41.9 percent pretax operating income return on assets in 1984 compares with 17.4 percent for the industry. In addition, the sector's 1984 assets turned over annually at a rate almost three times the industry's rate (3.3 times versus 1.2 times). The sector again outperformed the industry on another measure of efficient use of assets—operating cashflow return on assets. The sector's 1984 return, at 46.0 percent, far outdistanced the industry's 21.8 percent performance.

These growth and financial ratio comparisons, as well as those that follow, are based on segment composites

Magazine financial performance, 1980-84

			1984 operating income		1984 cashflow operating income	
Classification	**No. of cos. in segment**	**1984 asset turnover (times/yr)**	**84 vs. 80 margin change (points)**	**Return on assets**	**84 vs. 80 margin change (points)**	**Return on assets**
Business magazine segment	14	2.3	2.3	33.5%	2.8	36.9%
Consumer magazine segment	12	4.5	3.6	51.8%	4.4	56.6%
VS&A magazine sector totals	26	3.5	3.3	43.1%	3.8	47.1%
VS&A communications industry total	282	1.2	1.2	17.4%	2.7	21.8%

***Magazines in 1984 made the most efficient use** of their assets of any of the 10 segments of the communications industry, based on return on assets and asset turnover measures. Their profit margins also improved for 1984 over 1980 more than the industry's margin did. Besides magazines, industry segments include broadcasting, cable and pay TV, business information services, newspaper publishing, book publishing, entertainment programming and distribution, recorded music and advertising.*

Leading business magazine publishers

	Rank	Revenues		Pretax operating income		Pro-forma operating cashflow	
1984 Growth (%)	1	**OTC Stock Journal**	**160.0%**	Media Horizons	100.0%	**Media Horizons**	**66.7%**
	2	**Amer. City Business Jnls.**	**129.4**	Southam	52.2	**Harcourt Brace Jovanovich**	**42.0**
	3	**Plaza Communications**	**52.9**	Harcourt Brace Jovanovich	45.2	**Southam**	**38.9**
Five-year compound annual growth rate (%)	1	**Plaza Communications**	**51.0%**	Harcourt Brace Jovanovich	40.7%	**Harcourt Brace Jovanovich**	**35.1%**
	2	**United Newspapers (Gralla)**	**15.4**	ABC	22.5	**ABC**	**20.7**
	3	**Bill Communications**	**14.8**	United Newspapers (Gralla)	21.2	**United Newspapers (Gralla)**	**20.6**
	Rank	**1984 return on assets (%)**		**1984 margins (%)**		**Margin change 1984 vs. 1980 (percentage points)**	
Pre-tax Operating Income	1	**United Newspapers (Gralla)**	**58.9%**	United Newspapers (Gralla)	23.3%	**Harcourt Brace Jovanovich**	**10.3**
	2	**Pittway (Penton/IPC)**	**49.0**	McGraw-Hill	18.8	**Pittway (Penton/IPC)**	**5.4**
	3	**McGraw-Hill**	**48.1**	Harcourt Brace Jovanovich	16.5	**ABC**	**4.3**

***United Newspapers (Gralla) turned in the best** performance among business magazine publishers last year in terms of operating income margins (23.3 percent) and return on assets (58.9 percent). Harcourt Brace Jovanovich appeared among the top-three leaders on the basis of nine measures. It ranked first in terms of five-year annual income growth (40.7 percent), cashflow growth (35.1 percent), and improved margins in 1984 over 1980 (10.3 percentage points).*

Leading consumer magazine publishers

	Rank	Revenues		Pre-tax operating income		Pro-forma operating cashflow	
1984 Growth (%)	1	**Baker Communications**	**500.0%**	Playboy	175.4%	**Playboy**	**159.2%**
	2	**Gambling Times**	**63.2**	Time Inc.,	77.4	**Time Inc.**	**79.5**
	3	**Historical Times**	**39.0**	TL Enterprises	74.1	**TL Enterprises**	**66.7**
Five-year compound annual growth rate (%)	1	**Advantage Companies Inc.**	**55.2%**	TL Enterprises	61.0%	**TL Enterprises**	**53.5%**
	2	**Historical Times**	**17.2**	Time Inc.	34.8	**Time Inc.**	**34.9**
	3	**TL Enterprises**	**16.1**	Washington Post (Newsweek)	17.6	**Washington Post (Newsweek)**	**19.5**
	Rank	**1984 return on assets (%)**		**1984 margins (%)**		**Margin change 1984 vs 1980 (percentage points)**	
Pre-tax operating income	1	**Time Inc.**	**98.4%**	TL Enterprises	17.0%	**TL Enterprises**	**12.4**
	2	**Playboy**	**54.1**	Time Inc.	14.2	**Time Inc.**	**6.6**
	3	**New Yorker**	**42.3**	New Yorker	12.4	**Times Mirror**	**2.3**

***Despite its size,** Time Inc. appeared seven times among the top-three consumer magazine publishers on nine measures of financial performance and growth in 1984 and the first half of the 1980s. TL Enterprises, much smaller in size, tied with the publishing giant in number of top-three mentions.*

compiled by using only those business lines for which data are available for all five years covered by the report. This improved the validity of the comparisons.

In the case of the magazine sector, the averages are based on data for all 14 business publishing lines and for 12 of the consumer publishing lines. In the case of the entire industry, the composites are based on data for 282 business lines, reported by 221 companies.

Business publishers' performance

Business magazine publishers, although experiencing only 8.4 percent compound annual revenue growth, achieved 13.1 percent annual income growth during the first half of the 1980s. Their 1984 operating income margins stood at 14.6 percent—an improvement of 2.3 percentage points from 12.3 percent at the start of the decade.

Revenue growth in 1984 reached 14.4 percent, accelerating nearly three times from the 5.3 percent growth recorded in 1983. The 1983 rate approached the 14.6 percent growth for the segment in 1980.

Meanwhile, the business-magazine segment's operating income soared a record 27.7 percent in 1984—almost double the 17.5 percent posted the prior year and five times the 5.4 percent reported at the beginning of the decade. Operating income margins for 1984, at 14.6 percent, also were record-breaking for the five-year period and were up noticeably from 13.1 percent in 1983.

Business magazine publishers' growth in operating income in 1984 far surpassed the industry's 20.4 percent growth rate. The publishers' 27.7 percent growth pulled the segment's five-year annual growth rate to within easy reach of the industry's 16.0 percent five-year annual growth. The segment's 1984 operating income margin, meanwhile, lagged just four-tenths of one percentage point behind the industry's 15.0 percent average—all but closing a 1.3 percentage point gap in 1983 and a 1.5 percentage point gap in 1980.

The publishers' assets grew at a compound annual rate of 5.9 percent during the first half of the 1980s, only one third the industry's 18.6 percent rate. While assets showed growth in absolute terms each year, the rate of growth has slowed each year—from 10.5 percent in 1981 to only 2.9 percent in 1984. In contrast, the industry's asset growth, after three straight years of decline, accelerated in 1984.

Business magazine publishers' achieved total cashflow growth of 67 percent during the first half of the 1980s. Cashflow expanded at an annually compounded rate of 13.8 percent over the five-year period, with the 1984 rate four times the 1981 rate.

Cashflow margins in 1984 stood at 16.1 percent—still noticeably below the 18.7 percent margin for the industry. however, the segment appears to be doing better on this measure. The 1.9 percentage point difference for 1984 compared with a 3.6 percentage point difference in 1983 and a 2.8 percentage point difference in 1980.

As for measures of operating efficiency, business magazine publishers' 1984 pretax operating income return on assets hit 33.5 percent—nearly twice the industry's 17.4 percent rate. The segment's 1984 cashflow return on assets reached 36.9 percent—compared with the industry's 21.8 percent return. In addition, the segment's 1984 assets turned over 2.3 times annually—twice the 1.2 rate for the industry.

Consumer and business magazines

Consumer magazine publishers topped business magazine publishers on the basis not only of five-year annual growth, but also annual growth for 1984. The total five-year revenue growth of consumer magazine publishers, for example, was 120 percent greater than the revenue growth of business magazine publishers.

Moreover, the operating income and assets of consumer magazine publishers also increased at much greater rates (65 percent and 62 percent, respectively). In addition, consumer magazine publishers' 1984 operating income margin also showed a much greater increase over its 1980 level than did the business magazine publishers' margin.

The more favorable growth of consumer magazine publishers holds true for most other measures, as well. For example, although consumer magazine publishers' revenue grew in 1984 at a slower rate than the revenue of business magazine publishers, the consumer magazine publishers' operating income that year grew at nearly double the business magazine publishers' rate.

Furthermore, although consumer magazine publishers' 1984 operating income margins were 21 percent lower than those of business magazine publishers, consumer magazine publishers' assets expanded at one and one-half times the expansion rate of business magazine publishers' assets.

Consumer magazine publishers also outperformed business magazine publishers on measures of efficient asset use. The consumer magazine publishers' 1984 operating income return on assets was one and one-half times that for business magazine publishers. Cashflow return on assets similarly favored consumer magazine publishers. And the 1984 assets of consumer magazine publishers turned over annually almost twice as rapidly.

The magazine industry kept its reputation as an efficient user of assets: Return on assets, annual turnover and cashflow return on assets outdistanced the communications industry.

Consumer publishers' performance

Consumer magazine publishers experienced 21.6 percent compound annual growth in operating income during the first half of the 1980s on 10.0 percent compound annual revenue growth. Their 1984 profit margins stood 3.8 percentage points above those recorded for 1980.

The publishers' achievement in 1984 was equally impressive. Operating income increased 50.3 percent on revenue growth of 12.4 percent over the prior year. Operating income margins reached 11.5 percent.

Year to year, the consumer magazine publishers' annual revenue growth for 1984 just missed surpassing revenue growth for 1983, falling behind by one tenth of 1 percent. Revenue growth for each year, however, exceeded the five-year compound annual growth rate.

The publishers' 50.3 percent growth in operating income for 1984 set an annual record for the period, doubling the five-year annual growth rate for this measure and far surpassing the second-best growth rate of 35.1

percent, which was recorded in 1980. The segment's operating income margin for 1984 also was a record for the five-year period, up over the second-best annual margin—9.6 percent, posted in 1982.

As for measures of operating efficiency, business magazine publishers' 1984 pretax operating income return on assets stood at 51.8 percent—nearly three times the industry's 17.4 percent rate. The segment's 1984 cashflow return on assets reached 56.6 percent—compared with 21.8 percent for the industry. In addition, the segment's 1984 assets turned over 4.4 times annually—almost four times more rapidly than the 1.2 turnover rate for the industry.

Business and consumer magazine publishers had a low five-year compound revenue growth compared to the rest of the communications industry, Veronis & Suhler report.

Leading business publishers

Rankings of the leading companies in each magazine publishing segment have been compiled for all these measures, both for the five-year and 1984 periods.

Among business magazine publishers, Plaza Communications, whose titles include *Registered Representative* and *Personal Investor*, far outdistanced the rest on the basis of five-year compound annual revenue growth, with revenue growth of 51.0 percent. In second and third places were United Newspapers (Gralla) with 15.4 percent, and Bill Communications, a privately held firm, with 14.8 percent. These rates compare with the VS&A Business Magazine Publishing segment composite of 8.4 percent and the VS&A Communications Industry composite of 13.6 percent.

In terms of five-year compound annual income growth, the leaders were Harcourt Brace Jovanovich (HBJ), with 40.7 percent, followed by American Broadcasting Companies (ABC) with 22.5 percent, and United Newspapers, with 21.2 percent. VS&A segment and Communications Industry composites were 13.1 percent and 16.0 percent, respectively.

Based on 1984 revenue growth, OTC Stock Journal, which publishes the weekly tabloid of the same name, outdistanced the rest, with 160.0 percent growth. American City Business Journals placed second, with 129.4 percent, and Plaza Communications ranked third with 52.9 percent. The VS&A segment composite was 14.4 percent, while the VS&A Communications Industry composite was 16.1 percent.

When it came to 1984 operating income margins, the leaders were United Newspapers (23.3 percent), McGraw-Hill (18.8 percent) and HBJ (16.5 percent). All three bettered the VS&A segment and industry composites of 14.6 percent and 15.0 percent, respectively.

United Newspapers posted the best 1984 operating income return on assets (58.9 percent), followed by Pittway (49.0 percent) and McGraw-Hill (48.1 percent). They easily exceeded the respective VS&A segment and industry composites of 33.5 percent and 17.4 percent.

Leading consumer publishers

Among consumer magazine publishers, Advantage Companies, Inc., a small Nashville publisher of several local-interest magazines, outstripped the rest on the basis of five-year compound annual revenue growth, with 55.2 percent. In second and third places were two medium-size magazine groups—Historical Times, publisher of *Country Journal*, with 17.2 percent, and TL Enterprises, publisher of *Trailer Life*, with 16.1 percent. These rates compare with the VS&A Consumer Magazine Publishing segment composite of 10.0 percent and the VS&A Communications Industry composite of 13.6 percent.

In terms of five-year compound annual income growth, the leaders were TL Enterprises, with 61.0 percent, followed by Time Inc. (34.8 percent) and The Washington Post Company, publisher of *Newsweek*, (17.6 percent). VS&A segment and Communications Industry composites were 21.6 percent and 16.0 percent, respectively.

Measured by 1984 revenue growth, Baker Communications, a newly formed company that publishes two regionally targeted lifestyle magazines—*Beverly Hills* and *Newport Beach*—far surpassed other publishers in the segment, with growth of 500.0 percent to $1[illegible] million. Gambling Times, another small publisher, placed second (63.2 percent); and Historical Times ranked third (39.0 percent). The VS&A segment composite was 12.4 percent; the VS&A Communications Industry composite, 16.1 percent.

Concerning 1984 operating income margins, the leaders were TL Enterprises (17.0 percent), Time Inc. (14.2 percent) and The New Yorker (12.4 percent). Their margins compare with the VS&A segment and industry composites of 11.5 percent and 15.0 percent, respectively.

Time Inc. achieved the best 1984 operating income return on assets, with 98.4 percent, followed by Playboy (54.1 percent), and The New Yorker (42.3 percent). The results compare with the respective VS&A segment and industry composites of 51.8 percent and 17.4 percent.

Segment rankings

Besides being comparable with overall industry results, the results for business and consumer magazine publishing segments also may be ranked against the other eight identified segments of the Communications industry. (These rankings are especially interesting to companies considering diversification.)

Business and consumer magazine publishers ranked sixth and seventh, respectively, on the basis of five-year compound revenue growth, placing both segments in the bottom half of the 10 segments in the industry. The publishers ranked second and third, however, on the basis of five-year compound growth in operating income.

In terms of 1984 revenue growth, business magazine publishers ranked seventh and consumer magazine publishers eighth, again in the bottom half. But consumer magazines ranked first and business magazines fourth in terms of 1984 operating income growth.

Also for 1984, business magazine publishers' operating income margins ranked fifth and consumer magazine publishers' margins, sixth. The two segments' 1984 return on assets, computed both for operating income and cashflow, ranked first and second in the industry, with consumer magazine publishers the number one segment each time.☐

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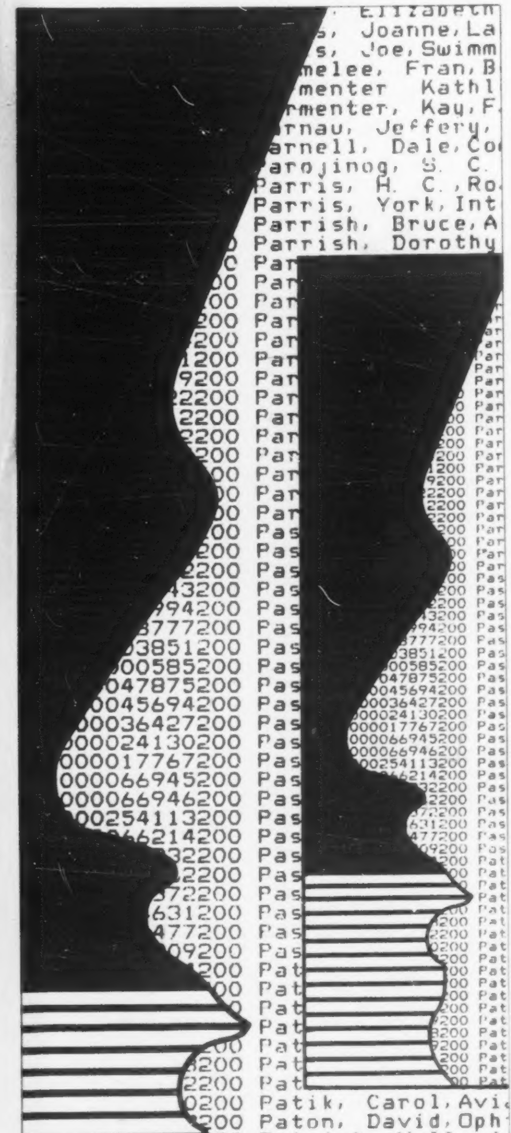
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Choosing the right list management

List owners need to ensure that every effort is being made to maximize revenues and to provide list security. For this to happen, they need to choose the right list management organization. Here's a guide to successful selection. **82**

Si Newhouse: Publishing's unassuming dynamo

Within a few years, he's started one magazine, revived one, acquired and/or repositioned four more. But this genuinely modest Publisher of the Year gives all the credit to his dad and others. **49**

Release of new SWOP standards imminent

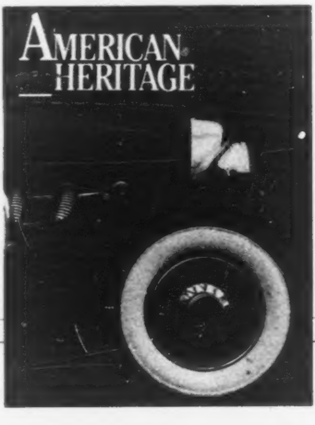
For the first time, printers are being given guidelines addressing inking and dot gain. And the long-awaited selection of a new proofing stock will be made. **21**

Loose ad enclosures allowed with magazines

Promotions and ads of many kinds can now ride along with magazines in bags, envelopes or tight sleeves, says USPS. Just imagine all the possibilities . . . **38**

Why did Forbes buy *American Heritage*?

Sure, it's got growth potential, but it also fits in with the family's hobbies. **61**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Consumer circulation: Tough times ahead 90

Six disturbing trends in the marketplace make it necessary for the circulation director to take control of the publishing process, a circulation pro asserts.

Good-by paste-up 99

New wave page make-up systems for magazines are fast, affordable, powerful. An update on the capabilities and costs of available systems that could revolutionize your production department.

The editor as photographer 106

A "friendly" introduction to taking *publication-quality* photographs—by a magazine editor who's been doing it. Part 1: Equipment.

1985 was a good year for publishers: MPA's Gorog 156

Some people have dubbed 1985 a bad year, but William Gorog, president of the Magazine Publishers Association, has reasons to conclude otherwise.

Circulation execs cope with pricing pressures 21

Facing increased consumer resistance in a disinflationary period, circulation pros are trying everything from upping only the introductory rate to backing off.

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'Supercenters' to grow on food retail landscape

Full-service mentality of giant supermarkets should provide secure home for magazines

Washington, D.C.—By 1990, the "supercenter" will nearly eclipse the conventional supermarket as the dominant food-store format, projects a study sponsored by the Food Marketing Institute and Family Circle Inc.

A supercenter is a variation of the "superstore," an evolving breed of retail outlet that has altered the landscape of food marketing in the past decade. Superstores are characterized by their large size—more than 30,000 square feet of floor space producing annual sales of $8 million or more—and by their extensive array of nonfood items and service departments.

The supercenter, as defined by the researchers, is an even bigger superstore, with at least 40,000 square feet of space, broad product assortments, particular emphasis on service departments and attractive store decor. Pathmark, H. E. Butt and Schnuck's are cited as examples of supercenter operators.

Favorable to magazines

The prognosis, by Harvard University faculty members Walter Salmon, Robert Buzzell and Mark Albion and Marci Kosann Dew, a partner of International Marketing Consultants, bodes well for magazines. Supercenters have evolved on the theory that customers want one-stop shopping convenience provided by a full line of food and routine nonfood products, with magazines almost universally included in the nonfood product mix. Other superstore formats that have been developing in the past decade, including warehouse stores, wholesale clubs and food emporiums, carry a more limited assortment of general merchandise but offer other benefits, such as low prices or specialty foods. The researchers predict that these formats will not gain the acceptance that supercenters will in the future.

Super warehouse stores in particular, now viewed as vying with supercenters for consumer patronage, will adapt to be more like supercenters, the study predicts. These mammoth warehouse stores at present offer low prices in bare-bones settings. As increased competition from other large stores makes it harder for them to draw the necessary volume of customers from long distances, warehouse stores will compete by adding more general merchandise lines and service departments.

The role of the conventional, less-than-30,000-square-foot supermarket will shrink, according to the study. By 1990, estimate the researchers, there will be 5,000 supercenters with total retail sales volume of more than $90 billion. The volume represents 40 percent of projected supermarket sales, compared to a 19 percent share in 1983. Sales from conventional supermarkets are seen as falling to $93.3 billion from a 1983 level of $119.4 billion, an annual decline of 3.5 percent.

Implications for suppliers

The study points out several implications of the continued growth of supercenters for merchandise suppliers:

•Because supercenter operators aim to provide convenience by fulfilling a complete range of consumer needs, the outlets should be able to accommodate full selections of routinely purchased general merchandise without infringing on the space needed for food and other traditional supermarket items.

•The large stores should make it easier to introduce new products, because they carry more product lines and have more space available.

•Use of sophisticated merchandising techniques, especially direct product profit analyses, by chain buy-

Projected growth of 'supercenters' versus other types of grocery stores

(sales in billions of dollars)

Type of store	1983	1990	Average annual growth rate
Total grocery stores	$263.8	$292.8	1.5%
Supermarkets—(over $2 million)	189.2	224.9	2.5
–Supercenters (over 40,000′)	36.6	90.4	13.8
–Other superstores*	17.5	30.2	8.1
–Conventional (under 30,000′)	119.4	93.3	(3.5)
–Warehouse (under 30,000′)	15.7	11.0	(5.0)
Smaller grocery	58.1	50.0	(2.1)
Convenience	$ 16.5	$ 23.2	5.0%

*Includes superstores between 30,000 and 40,000 square feet, retail sales of wholesale clubs, hypermarkets and food emporiums

Source: "Superstore formats of the future," Family Circle Inc. and Food Marketing Institute, September 1985

Rapid growth by "supercenters"—large, full-service supermarkets—will radically shift the distribution of grocery store sales by 1990, predicts a study on store formats of the future. Magazines stand to benefit from the increased space allotted to general merchandise in such stores. The researchers predict that, by 1990, there will be 5,000 supercenters (including what are now called super warehouses and combination stores) with sales of $90 billion.

ers will call for more of a "consulting" role on the part of suppliers in selling to headquarters. At the same time, a greater emphasis on tailoring product assortment to local customer preferences implies greater opportunities for in-store promotions. The researchers suggest that these forces together are likely to lead to more widespread use of "two-tiered" sales forces by suppliers—one force to handle headquarters and do store-level "brainwork," the other to do in-store legwork.☐

Electronic color printer for proofing unveiled

A new color ink-jet printer for electronic color pre-press systems is being touted by its manufacturer, IRIS Graphics, Inc., as a cost-effective alternative to traditional off-press proofing methods.

Officials at the Stoneham, Massachusetts, company say that proofs produced on the IRIS 2044 Color Ink-Jet Printer can be used to check positions of graphic elements on a page or between adjoining pages; to preview results of image retouching and manipulation; to produce multiple copies of proofs for internal and client approvals; and for verifying scanner input. However, the new printer, which lists for $125,000, is not designed as a proofing device for color quality.

Instead of using color separation negatives, the new printer takes digital data directly from an electronic color system, thus making hard copies for previewing available earlier in the production cycle. Then, unlike competing machines which employ photographic printing processes, the IRIS printer uses four ink jets, one each for yellow; magenta; cyan; and black, to lay down ink droplets simultaneously on a spinning drum that holds paper acetate or other media.

IRIS officials claim no other machine on the market can produce prints as large as theirs: up to 33 by 44 inches. The ink-jet printer prints at horizontal and vertical resolutions of 240 dots per inch. The largest prints reportedly take about 30 minutes to produce.

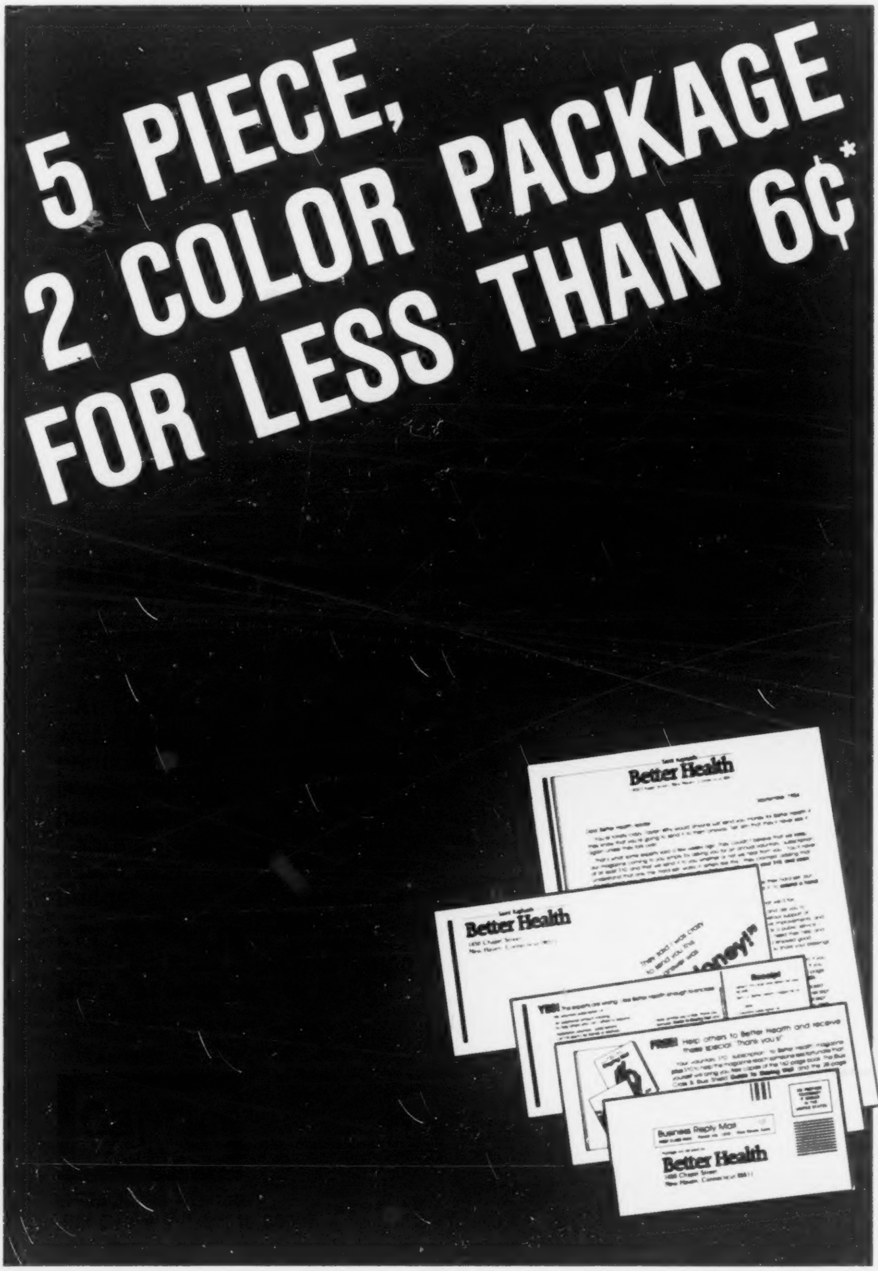
They further predict that, initially, the printer will be used for the most part by color separators, but that, eventually, some publishers will use the printers in their own offices to check "work in progress."☐

Industrial advertisers favor business press

Business and industry publications are the top advertising choice of industrial companies, according to an advertising expenditure study conducted by the McGraw-Hill Research Laboratory of Advertising Performance. Of the 461 advertising executives who responded to the survey, 98 percent said that they allocate ad dollars to business publications; only 24 percent said they use consumer publications.

Eighty-seven percent of the respondents buy advertising in directories and buyers guides. Fewer than 17 percent surveyed spent advertising dollars on radio, television, advertising in public transit or outdoor advertising.

The full findings are available in three reports. Contact: Sheldon Wayman, manager, McGraw-Hill Research/LAP, 1221 Avenue of the Americas, New York, N.Y. 10020.☐



Consumer circulation: Tough times ahead

Destructive trends in circulation mean circulation directors must retake control of the publishing planning process

[illegible]

BY E. DANIEL CAPELL

The circulation game is really a crazy business. How crazy? Consider the following:

•Circulation directors are forced to limit the number of purchasers of our products because of the constraint we put on ourselves called the advertising rate base. We don't want to sell too many units of circulation—thereby delivering a bonus that advertisers are not paying for. And we certainly don't want to sell less than we promised. It's like telling General Motors or McDonald's to sell only a certain number of cars or hamburgers next year—and no more!

•Circulation directors are limited as to what we can charge for our products. That is, at least the lowest price we can charge. The auditing rules of ABC and BPA define what we can charge and still count as legitimate circulation. Even more amazing is that our own industry played a leading role in letting ABC and BPA tell us what we can charge.

•Circulation directors have little or no control over the package (the cover) that our products are delivered in. Someone else designs the cover—and that someone's purpose seems, at times, to run contrary to the circulation director's.

Given the reality of these constraints, it's no wonder that circulation directors get excited when 3 percent of the people respond to our promotions and 20 percent don't pay their bills.

It's getting harder

Circulation is tough enough even under "normal" conditions—given these self-imposed constraints. But six re-

---

E. Daniel Capell is executive vice president of Compuname/Names in the News, editor of Capell's Circulation Report, *and former circulation executive at Time Inc., Ziff-Davis and Newsweek Inc. This article is based on a seminar given by Mr. Capell at The Folio:Show in November 1985.*

Statistics in this article are based on an analysis of public information published about the consumer magazine business, and on the results of six surveys published in Capell's Circulation Report *from 1983 through 1985, representing responses (to each survey) from 200 circulation directors of consumer magazines.*

cent trends in the business have made the job of circulation director even tougher.

1. There is a lack of new business subscription sources. The last major new business subscription source in our business was Publishers Clearing House—and PCH is over 30 years old. The last new direct mail device was the computer letter, and that is older than PCH. Television, once thought to be the next major source of new subscription sales, just has not been a big volume producer for most magazines. And, more than any other reason, this lack of new business breakthroughs has led to the second important trend.

2. Gimmick offers are increasing. Over 80 percent of ABC consumer magazine members now use either a sweepstakes, a complimentary copy, or a premium subscription offer for their direct mail control package. Subs sold with premiums have increased 35 percent in the last year. The straight, hard-offer approach is now used by only 17 percent of the circulators. As circulation prices increased dramatically in the late 1970s and early 1980s—and more recently as rate bases were pressed to their upper limits—circulation directors with no new sub sources to turn to were forced to use the gimmick (sweeps, comp copy and premiums) to increase response (Chart 1).

		Fall '83	Fall '84	Fall '85
What is your direct mail control offer?	Sweeps:	16%	9%	7%
	Comp copy:	28	31	43
	Premium:	23	32	33
	Hard offer:	33	28	17

3. Price increases are slowing down. Rate base and new business production requirements over the last three years have made it extremely difficult for circulation directors to raise prices. Only 19 percent of the industry raised cover prices in 1985—and only 24 percent raised basic subscription prices. The outlook for 1986 is even more conservative—7 percent and 17 percent respectively.

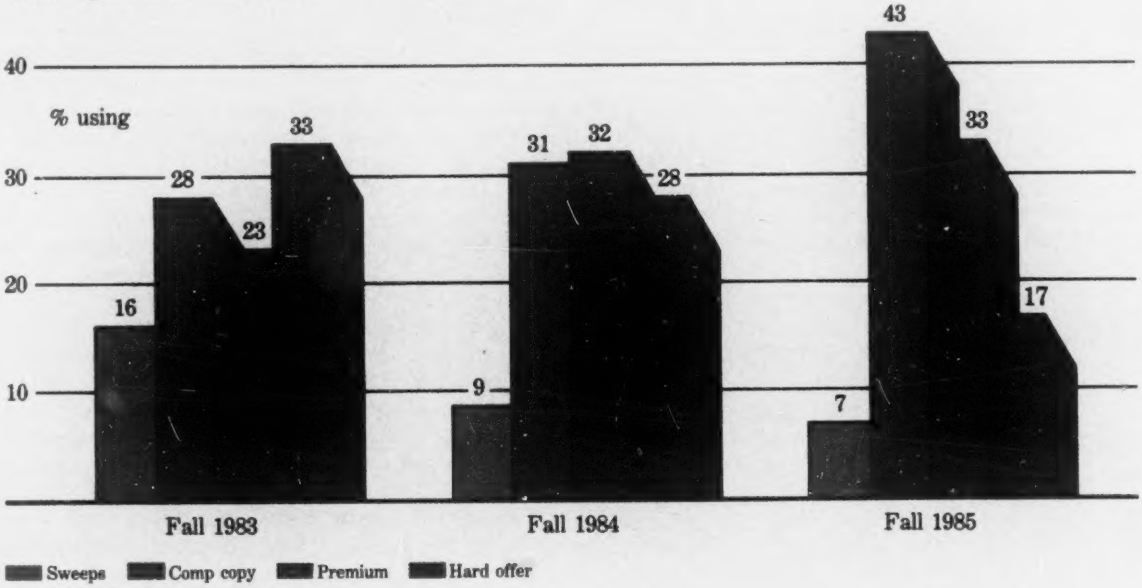
		Fall '83	Fall '84	Fall '85
Did you raise your newsstand price during the year?	Yes:	38%	31%	19%
Did you raise your basic subscription price during the year?	Yes:	38	34	24
Will you be raising your newsstand price next year?	Yes:	21	15	7
Will you be raising your basic subscription price next year?	Yes:	30	24	17

4. Competition is increasing. The number of consumer magazine titles listed in SRDS is up over 33 percent in the last decade, to almost 2,000 magazines. ABC consumer magazine membership is up over 25 percent in the same period. BPA membership is up 25 percent in just the last five years. The growth of multi-magazine (stamp-sheet) mailers over the last decade has been phenomenal. They are send-

Gimmick offers increasing, hard offers decreasing

Chart 1

What is your direct mail offer?



Source: Ca[illegible] Circulation Report

***The industry has been taken over** by "gimmick" offers (comp copy, premiums and sweepstakes). The front-end response gains by these efforts can be misleading. Watch net performance—bad pay and cancellations can kill you on some of these soft offers.*

ing out perhaps 400 million pieces of mail annually—and all at the lowest prices available. More and more magazine mailers are going after additional buyers without the benefit of any significantly new methods of selling. The result: more promotion and less response.

		Fall '83	Fall '84	Fall '85
How did your summer mailing performance compare to the prior year's summer mailing?	Better:	39%	40%	15%
	Worse:	32	34	31
	Same:	29	26	54
How did your summer campaign's mailing volume compare to your prior year's year-end campaign?	More:	26%	29%	25%
	Less:	32	50	58
	Same:	42	21	17
How do you see your year-end direct mail volume compared to the prior year-end?	Higher:	59%	44%	32%
	Lower:	13	20	18
	Same:	28	36	50

5. The advertising rate base is dying. Only about 50 percent of ABC's consumer magazine members now make a specific advertising rate base claim. And of the 50 percent that do make a claim, almost 40 percent do not deliver on their promise to advertisers. Advertising rate base promises have become more ingenious. Time Inc.'s IBIT (issue-by-issue tally) and Newsweek's TAG (total audience guarantee) are the two latest examples. The good news for circulation directors is that, as advertising rate base promises become less strict, the management of the circulation department's budget becomes easier and more profitable. Circulation directors no longer have to push circulation levels at almost any cost to deliver ever-inflated rate base promises.

ABC Audit reports released the third quarter of 1985 still show 37 percent of all magazines claiming a rate base coming up short on their rate base promises. But this is the third consecutive quarter that the number of misses has been less than 40 percent—compared to over 40 percent in all of 1983 and 1984. Here are *CCR*'s exclusive tracking results since January 1983:

Period	No. mags. clming. rate base	No. mags. missing	% of mags. missing
1983	192	78	41%
1984	218	87	40
1st Qtr. '85	62	21	34
2nd Qtr. '85	49	19	39
3rd Qtr. '85	70	26	37

6. Newsstand sales are decreasing. Well over half of ABC's consumer magazine members have suffered newsstand sales declines for at least three consecutive years. Almost three quarters have suffered a decline in newsstand percent sale in the last year alone. Over 80 percent of the industry now sells less than 50 percent of its draw. Only 30 magazines have a percent sale of better than 60 percent. The decline in newsstand unit sales has forced circulation directors to "turn on" the subscription source to try to make up the shortfall. Is there a newsstand turn-around coming soon? Most circulation directors (over 75 percent) see a continued sales decline in the foreseeable future (Chart 2).

"Given the reality of these constraints, it's no wonder that circulation directors get excited when 3% of the people respond to our promotions and 20% don't pay their bills."

[redacted]

How the circulation director will cope

Those are the half dozen key trends that I see in the consumer magazine circulation business. Times are obviously tough—with tougher times probably ahead. How will the circulation director cope? The answer lies in returning to the basics of the business.

The best circulation directors never lose sight of the big picture. At the same time, they are well versed in the day-to-day operations of their department. This ability to see both the forest and the trees rests on principles of sound circulation management—in my opinion, 20 principles of sound circulation management. Let's take a look at them.

Twenty principles of circulation management

1. **Learn the business from the bottom up.** A circulation director (CD) must understand the nitty-gritty of the circulation business before managing the function. A marketing background—even a *direct* marketing background—is not enough. CDs must have spent time in the trenches.

2. **Be opportunistic.** Decision making in circulation sometimes straddles that fine line between hunch and reality. A CD must be part computer scientist and part riverboat gambler—with emphasis on the latter. The most successful CDs are the ones who consistently take the best calculated risks.

3. **Remember that circulation is first and always a sales business.** An understanding of the creative process and the ability to work with creative people are essential to circulation management success. Orders must be sold, paid for and renewed—all at acceptable costs. Creative work should be judged accordingly.

4. **Be the prime mover.** Circulation is predictable; advertising sales is not. In the publishing planning process, the CD must spearhead the long-range planning because the CD directly controls the only predictable source of income on any magazine.

5. **Keep authority in daily management.** Meddling in circulation by publishers has become a high art form. The CD must know where to draw the line and should be

free to act unilaterally if necessary.

6. **Remember that supplier service is frequently more important than cost.** Timing of promotional activities in circulation is crucial. You need the orders as planned. Reliability of suppliers (getting the job done on time) is sometimes more critical than what the job costs.

7. **Surround yourself with excellent specialists.** No CD can be an expert in every aspect of circulation. Hire strong functional people who shore up your particular weaknesses. If you can't find the needed expertise, buy the specialty on a consulting-and-as-needed basis.

8. **Keep it simple.** Don't overcomplicate an already complicated business. Don't hide behind the "mystique" of circulation. It is frequently more important to act in circulation than to spend too much time analyzing the data.

9. **Budget and plan frequently.** Good circulation management requires frequent updates to the current operating plan. The best CDs use the planning system to stay on top of their business.

10. **Remember that quality and timing are more important than volume.** It is not how many subscriptions you sell, but what kind and when. The use of quality circulation sources and the timing of promotional activities are crucial to long-term circulation success.

11. **Understand that circulation is not a profit center.** Very few magazines would survive on circulation revenue alone. Stay humble. You might not understand how ad pages are sold, but appreciate their value.

12. **Avoid mental gymnastics.** In circulation you can usually prove anything that you want to prove through creative manipulation of numbers. Use circulation computer modeling as a planning tool and not as a day-to-day predictor of events.

13. **Know your magazine's leverage points.** Don't spend time worrying about the seventh billing effort if renewal performance is the key to your magazine's success.

14. **Realize that poor short-range decisions are sometimes necessary.** Pressures to meet a rate base sometimes demand short-range, stop-gap decision making. The best CDs prepare for any contingency—and try to avoid being forced into poor, short-range decisions.

15. **Know that quality circulation is never cheap.** The best sources of circulation just simply cost more. You either pay for the business now, or spend twice as much later on the "cheaper" sources to play catch-up.

16. **Understand the rules of the game.** The best CDs can use the "hedges" of circulation (arrears, backstarting, the ABC audit process) to their advantage.

17. **Make pricing decisions carefully.** Setting the basic subscription price can be critical. The basic price is important only as a benchmark price. The dollar value of one-half basic is the crucial price. When times are tough, it's the lowest price you can sell at.

18. **Understand that newsstand sales is an impulse business.** A good cover with a poor distribution will still sell well. Without cover involvement and input, the CD cannot do an effective job managing the newsstand area.

19. **Keep excellent historical records.** Information should be accurate, easily accessible, and in a format you can use. Fulfillment reporting packages are usually not enough.

20. **Know when and what to test.** The most successful CDs test only meaningful issues. Test planning should be done at least a year in advance.

Ten critical areas to monitor

Underlying the above list of circulation principles is the necessity for the CD always to be on top of his or her business. Sometimes it seems you could drown in the sea of circulation data that washes over your desk in the course of just one week. No CD can spend time worrying about all this information. Certain numbers are far more important than others to monitor. Following are the 10 most crucial areas for CDs to concentrate their energies.

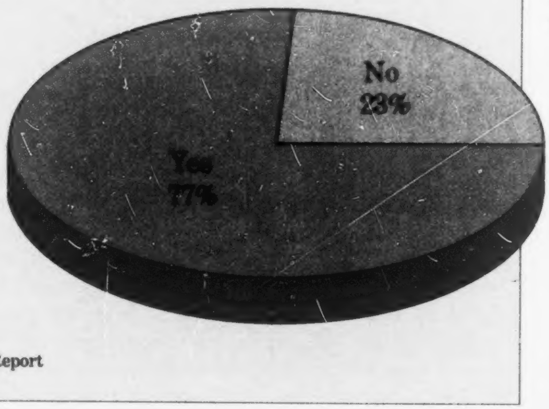
1. **New business requirement:** Circulation P&Ls rise and fall in direct proportion to how much annual new business a magazine has to sell to replace subscribers who have not renewed. The most circulation money is spent on new business acquisition—and most of the last few thousand new subs acquired to support a rate base. Any action a CD can take to reduce the annual new business requirement is well worth the time it takes.

2. **Average term:** After renewal percent, no other factor has as great an impact on your new business requirement as the average term of all subscriptions sold (new and

Continued newsstand sales decline expected

Chart 2

In your opinion, will industry newsstand sales continue to decline in the foreseeable future?



Source: Capell's Circulation Report

***Expectations that newsstand sales will continue to decrease** are closely linked to the decision by more circulation directors not to raise newsstand prices this year.*

renew). Try a model run that assumes just a few more issues of term on every sub sold and you will be amazed at the impact it has on reducing new business needs. *Caution:* Be wary of cuts in term on new business offers, particularly on weeklies. This tactic can have a devastating impact on the number of new subs required in future years to maintain the same circulation level.

3. Introductory offers: "Gimmick" offers (comp copy, premium, sweepstakes) have taken over the industry. The front-end response gains of these offers can be misleading. Watch *net* performance—bad pay and cancellations can kill you on some of these soft offers. Are these gimmick offers an ever-increasing portion of your total new business sub sales? Monitor their effect on first-time renewal performance (conversions). Be very careful about use of the word "free." Experiment with alternative wordings of front-end offers that improve back-end results.

> **"Meddling in circulation by publishers has become a high art form. The CD must know where to draw the line and should be free to act unilaterally if necessary."**
>
> [illegible]

4. Source mix: Strive to maintain a balanced use of all new business sources. Avoid drastic shifts in dependence on just one or two sources. Watch the percentage of direct mail versus agent-sold business in your file over the last three years. If there has been a significant change in the mix, why was the change made? Was it justified? Sometimes a move to longer term, agent-sold business is a good way to lengthen the average term in your subscriber inventory. But watch source trade-offs that will negatively impact renewal performance.

5. Renewal percent: Be realistic. For established magazines with relatively sound renewal promotion programs, dramatic improvement in renewal percent is extremely rare. Spend your time monitoring the results of the first two renewal efforts. If slippage is occurring there, overall renewal performance will most certainly be off. Pricing and the timing of efforts are usually more critical to renewal percent than the creative approach used.

6. Insert card results: Insert card results in your own magazine are frequently the earliest warning signal of problems ahead. Watch insert card return percents very carefully after a price increase. Price recovery should happen within three issues. Newsstand insert card results are the earliest indicator of how an issue is selling. Volume of orders will be up significantly if an issue is doing well on the newsstands. And this information will be available to you long before your national distributor provides you with any firm sales estimates.

7. Newsstand sales: Concentrate your efforts on improving both unit sales performance *and* percent sale. It's tough to have improved unit sales and percent sale at the same time, but that should be the CD's goal. Don't be misled by a respectable six-month average sale that has been inflated by just one or two very good-selling issues. You can't count on always having one of those top-sellers. Forget about early newsstand sales estimates from your national distributor. Instead, monitor the actual return flow for more accurate sales information.

8. Acquisition costs: Shoot for improving *net* cost per new sub acquired. This may mean spending *more*, not less, on a new business package in order to get improved net results. Do not evaluate circulation acquisition costs in a vacuum. Every magazine's acceptable cost per order is directly influenced by the number of ad pages sold, and the cost per thousand charged for those ad pages. High ad page volume/high CPM magazines *should* be spending heavily to acquire new subscribers. Magazines driven primarily by circulation revenue have to take a more cost-conscious approach to new business spending.

9. Test results: Concentrate your energies on the ongoing evaluation of price, package and list testing results. Make sure your test budget is large enough to get answers to all the questions critical to your business. Testing should be continual and all results analyzed at least weekly. Act quickly to take advantage of all positive test results.

10. Industry trends: Watch the subscription sales volumes of your largest suppliers very closely—namely Publishers Clearing House and American Family Publishers. The stamp-sheeters, because of their huge mailing volumes, are the best place to take the pulse of the industry. If your largest subscription suppliers show early signs of being off from your estimate, the odds are good that problems with other sources will follow.

Taking charge

What does all this mean for the circulation director in the years ahead? We have looked at the important trends and reviewed how best to cope with the tougher times. What role should the circulation director play in the publishing planning process in the future? It seems to me that we, as the circulation industry, have lost sight of our dual role: the analytical and the creative aspects of our job function. We have fallen prey to paralysis through analysis. We have become enamored with the analysis side of the business—the computer model runs, the endless source evaluation exercises. We have forgotten that this is a sales business! We have to turn on the creative side of our job again. We have to develop new sources, new ways to express an offer. And we must reassume the role of creative marketing director.

We must become the prime mover, the motivator, the instigator in the publishing planning process. We cannot let the advertising sales side of the business drive our circulation operations. Not only has circulation become a primary revenue producer, but we are the only one of the two publishing revenue streams that can predict, with some degree of accuracy, what today's actions mean to tomorrow's P&L. Circulation people are the first to know when a magazine's circulation level is straining. We are the first to see those lower return percents or that declining newsstand sales percentage. We cannot allow ad sales "greed" to take over—*i.e.*, forced growth in circulation to take advantage of a presumed growth in advertising pages.

Planning in publishing is no planning at all without ad sales and circulation working in concert. And, without circulation being the driving force in the planning process, the difficult times ahead in the circulation industry will not be effectively met and managed.☐

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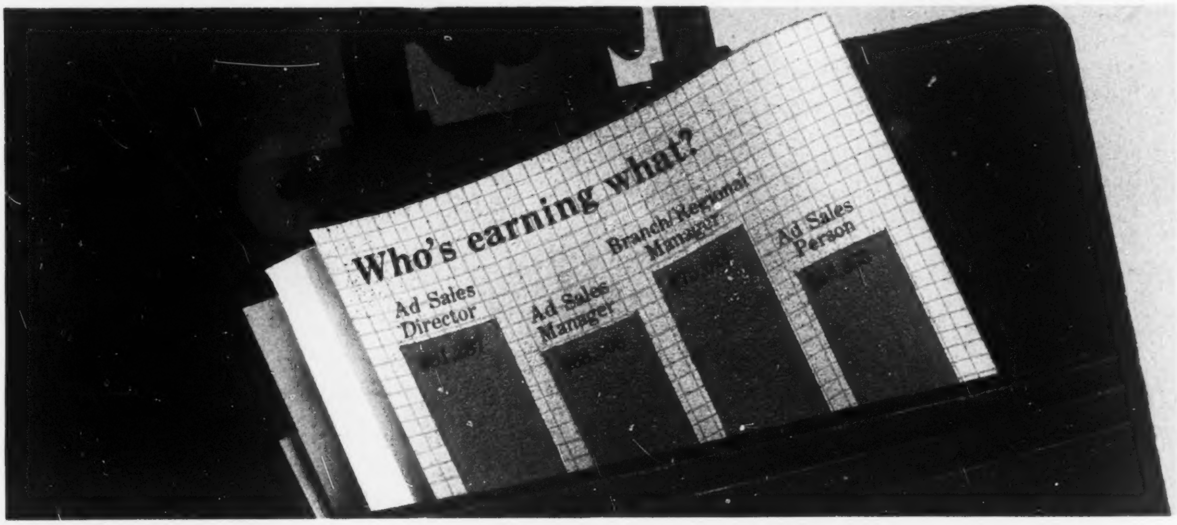

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What magazine ad sales people are earning—by title, gender, years in the business, magazine ad revenue, ad pages, region and much more. **86**

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J. Roger Friedman continues a publishing tradition that often calls for tinkering with current success to ensure future growth. **51**

There's a new newsweekly style

Recent redesigns of *Newsweek* and *U.S. News* make the style of newsweeklies unanimous, and for good reason. Read why. **119**

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Showing the Flag
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HOW ORDINARY PEOPLE GET RICH

Paper: Buyers' market seen into '87

The soft market for coated paper that caused 5% to 6% cuts in prices earlier this year will probably continue for at least another eight months. **15**

Planning for in-house fulfillment

If you've decided to fulfill subscriptions yourself instead of using an outside service, you need this implementation plan and guide for the critical steps. **110**

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Eight basic rules of good design that will get your message across quickly, effectively and powerfully are covered by promotion consultant Julie Laitin.

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Magazines test and evaluate gray component replacement, a color separation process that promises more consistent color and quality, less makeready paper waste and maybe even ink savings. Here's how.

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A rundown of sales and marketing expense items, with some benchmarks from consumer and business magazine studies that will help you manage ad sales expenses better.

New cosmetic strip inserts yielding ad pages for magazines 20

Last year, scent strips proved a pleasant surprise for many magazines, ad dollar-wise. Now come cosmetic strips, which could very well prove even more lucrative.

Halftone gravure thriving 36

Introduced in this country only four years ago, the halftone color separation process for gravure is proving to be a major pre-press cost saver, reports Meredith Corp. exec.

Business magazine circulation: Maximizing limited universes 34

Smart follow-up mailings and promotion vehicles can help circulators meet management's goals despite having to work with a relatively small number of names.

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Paper: Buyers' market predicted into 1987

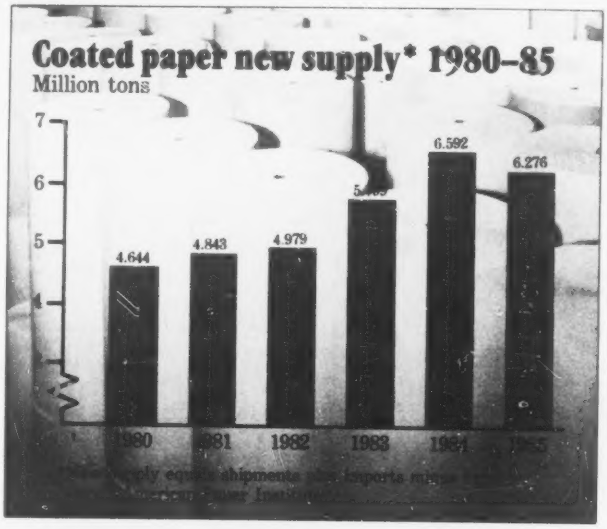
Ample supply and stable prices are foreseen by buyers; some producers contend tightening is near

New York City—The soft market for coated paper that resulted in an unusual 5 percent to 6 percent cut in prices last quarter will continue unabated for the balance of 1986 and probably into 1987, if the expectations of a number of paper buyers are borne out.

The buyers point to several converging forces that are likely to keep paper abundant and affordable: Advertising as yet has not rebounded much from last year's doldrums; foreign paper continues to flow into the country; and substantial new coated paper capacity is due to come on line from three mills later this year.

Publishers' and printers' confidence that the market will remain soft is apparent in their buying patterns now. With paper readily available—it can be gotten in a week or less on demand—inventories are being kept relatively low. "We're now buying on a replacement basis," says Mark Eisner, director of paper purchasing for CBS Magazines, echoing the strategies of several other executives who spoke to FOLIO:. The bulk of the "inventory adjustment" period—when buyers

CONTINUED ON PAGE 22



***Shipments** of coated paper shrank by 315,500 tons in 1985 after skyrocketing in 1984—the peak of the paper panic. With the economy looking better than expected, paper manufacturers predict the market will tighten slightly, though buyers are not worried.*

Final '85 PIB ad totals: 4.5% revenue gain; 3.3% page loss

Women's and general interest titles fared best in lackluster year

New York City—Seven out of nine magazine categories studied by the Publishers Information Bureau (PIB) showed increases in ad revenue in 1985 as compared with 1984, despite ad page losses in eight of the categories.

Total ad revenues for PIB's 142 members rose by 4.5 percent, to a record $4,919,948,259.

Total ad pages, however, dropped by 3.3 percent, to 152,565.73. It was the first time since 1982 that total ad pages declined, but the figure was still the industry's second highest ever. The record growth year of 1984 (total pages up 8.5 percent; revenues up 16.5 percent) proved a hard act to follow. The only category showing ad page growth in 1985 was youth; and this consists of one magazine, *Boy's Life* (+4.3 percent).

The women's category showed the

greatest gain in ad revenues (+7.6 percent) and the smallest drop in ad pages (−0.6 percent). Of the 21 magazines in the category, nine had increases in ad pages. The most successful women's publication was *New Woman*, which posted a 44 percent gain in revenue and a 20.4 percent gain in ad pages. On the other end of the scale, *Ms.* magazine experienced a revenue drop of 11.2 percent and an ad page decline of 15 percent.

The second strongest category was general interest magazines, whose ad sales rose 7.5 percent in 1985. Ad pages for these publications fell only 1.6 percent, the second lowest decrease. The two big winners in this category were *Consumers Digest*, with a 131.4 percent growth in revenue and a 105.8 percent jump in pages, and *Sylvia Porter's Personal Finance*, which increased 113 percent in revenue and 35.5 percent in pages.

The "outdoor and sports" and "home" categories were the third and fourth highest in ad revenue gains, with increases of 6.2 percent and 4.4 percent, respectively. In the home category, *Country Living, Home* and *New Shelter* distinguished themselves by increasing ad revenue by around 30 percent each. *1001 Home Ideas* stood out with a hike in ad pages of 18.2 percent, compared with a decline of 2.9 percent in the home category as a whole.

Magazines ranked by advertising pages: 1985

1985 rank	1984 rank	Publication	Pages	% change from 1984
1	1	*Business Week*	4,214.48	-15.2%
2	2	*People*	3,865.68	-4.9
3	3	*Forbes*	3,711.32	-3.2
4	4	*TV Guide*	3,670.12	-3.4
5	6	*Fortune*	3,272.88	-6.1
6	7	*Vogue*	3,245.53	-6.4
7	10	*New York Magazine*	3,150.98	5.5
8	5	*The New Yorker*	2,996.80	-15.3
9	8	*Sports Illustrated*	2,785.58	-8.1
10	9	*Newsweek*	2,714.17	-9.8%

Source: Publishers Information Bureau

***Rankings changed little** or not at all for most of the PIB magazines that are among the top 10 in ad pages, but fully nine of the 10 showed declines in pages in 1985 as compared with 1984.* Business Week *held its first place ranking, despite experiencing one of the largest percentage decreases.* The New Yorker *dropped three places in the rankings as rival* New York Magazine *gained three.*

Magazines ranked by advertising revenue: 1985

1985 rank	1984 rank	Publication	Revenue	% change from 1984
1	1	*Time*	$346,570,072	3.3%
2	2	*TV Guide*	313,974,692	3.2
3	4	*People*	250,758,531	7.7
4	3	*Newsweek*	247,078,753	0.0
5	5	*Sports Illustrated*	237,353,845	2.9
6	6	*Business Week*	169,099,552	-8.5
7	8	*Family Circle*	145,787,554	11.5
8	7	*Good Housekeeping*	142,376,138	6.8
9	9	*Better Homes and Gardens*	123,262,145	-2.3
10	11	*Fortune*	$115,743,456	3.6%

Source: Publishers Information Bureau

***Growth leaders** in ad revenue among the top 10 were* Family Circle *and* People, *each of which improved its ranking by one position in 1985.* Good Housekeeping *ran a close third, but other gains were only in the 2 percent to 3 percent range.* Business Week *and, to a lesser extent,* Better Homes and Gardens, *lost ground.*

One of the stellar categories of 1984—"fashion and service"—showed only moderate revenue growth (+4.2 percent) in 1985, coupled with a decline in ad pages of 5.6 percent. Ad pages for all of the magazines in this group were down, although *New Body* logged an increase in ad revenue of 49.3 percent.

Ad revenue growth for weekly and biweekly magazines was an unspectacular 3.3 percent. *Rolling Stone*, however, did well, increasing revenue 31.3 percent and ad pages 8.6 percent. Its sister publication, redesigned *Us* magazine, posted a 14.8 percent page jump.

The largest drop from the previous year was suffered by the business magazine category, which incurred a 1.3 percent loss in ad revenues last year, compared with a gain of 23.7 percent in 1984 (making it the leading category that year). *Financial World* went against the grain, however, gaining 44.5 percent in ad dollars and 33.4 percent in pages.

The "mechanics and science" category had a revenue decline of 4.5 percent and a page drop of 8.1 percent.

Ad pages were also down 5.9 percent for newspaper supplements, (*New York Times Magazine, Parade* and *USA Weekend*), although ad dollars for that category rose 12.8 percent. PIB does not include newspaper supplements in its ranking of magazines; if it did, *New York Times Magazine* would rank first in ad pages and thirteenth in ad revenue for 1985.☐

Meredith restructures; splits publishing group

Citing anticipated growth, and no doubt reflecting in part its recent purchase of *Ladies' Home Journal*, Meredith Corporation has split its publishing group into two operating groups—one for magazines and one for books.

The corporation's board of directors also created a new position, execu-

CONTINUED FROM PAGE 15

Paper buyers say there may be more spot discounting, but no more price cuts this year

worked off supplies purchased in the heat of the shortage panic—appears to be over, though there is some talk that excess paper is still sitting in warehouses.

"It seems to be a mixed bag on inventories. We've had some customers cutting us back now and next month to reduce inventories; others are not," reports Ted Robinson, vice president of sales for Champion International, the largest North American producer of coated groundwood.

Producers see tightening

Robinson and other producers contend that the market will tighten somewhat, and soon. There has already been a pickup in the number of tons of paper shipped this year, one manufacturer says. He believes that all of the economic signals, including the stable inflation rate; falling oil prices; and general optimism about business conditions, point to an upsurge in the third and fourth quarters. Because many buyers are operating on thin inventory margins now, a slight increase in demand can quickly turn into 30-day backlogs for paper, he points out.

Buyers, however, tend to believe otherwise. "I don't have any bright news in terms of increasing [advertising] business," says one publishing executive. Gertrud Borschardt, director of manufacturing at Times Mirror, says she believes the market will remain soft this year, but she is also wary of becoming overconfident when it comes to the notoriously cyclical paper business. She is building her paper inventory slightly, after having kept it very low for the last half of 1985.

"One of the fears I have," she says, "is [a repeat of] 1983. When the market turned, people put in double orders. Now, if that should happen—and I don't think it will—we're in O.K. shape."

Labor negotiations to take place at a number of mills this year are one source of concern to paper buyers. "Right now the labor situation is such that a strike is possible, while it wasn't last year," Borschardt asserts. She feels any threat of tightening supply is linked to the uncertain labor situation.

Whether prices will remain at current levels for the rest of the year also leaves room for speculation. The sharp turnaround in demand for coated groundwood led to last quarter's across-the-board price cuts. By February 1, all the major mills had announced lower list prices for no. 5 coated paper. The cuts, generally from $30 to $50 a ton, amounted to discounts of about 6 percent. The announcements basically formalized the spot discounting and deal-making that had become widespread in the industry by late 1985 as mills sought to hold customers in an increasingly soft market, according to industry participants.

While buyers say there may be more spot discounting and individual deal-making, many do not expect the mills to make another official price cut this year. Once the first mill announced its lower list price, all the mills followed suit, as they usually do, in order to protect their market share, notes Joel Reiss, director of materials at *Newsweek*. "Now they're all back to the same share at lower prices. Unless there's a major upsurge in business, prices will stay the same through the end of the year," he predicts.

However, another executive suggests that the mills might be forced into lowering prices again when additional new capacity comes on line later this year from machines at International Paper, Bowater and Repap in Canada.

"If the economy doesn't change, all that additional paper may force prices down," says David Mayer, special projects director at Harcourt Brace Jovanovich.

Still soft in '87?

Although buyers and producers alike are loathe to make predictions about the paper market, the general feeling about next year is that paper will probably remain abundant. Even more new capacity is coming on line in '87, so the market will have to absorb that paper as well. At CBS, the thinking is that the only way the market will tighten then is if there is significant growth in the economy or if a new type of printed product that requires coated paper comes on line.

As for economic expansion, CBS's Eisner believes that growth will be gradual, rather than dramatic. "Whatever can't be supplied by domestic sources can be supplied by foreign. The paper market is a world market now," he comments.

On the question of new competition for coated paper, one product that CBS is watching carefully is the experiment at *The Los Angeles Times* and *The San Francisco Examiner*, which last year turned their Sunday supplements into magazines printed on coated paper. If more major newspapers do the same—and he believes *The Washington Post* is considering it—then the added demand may be enough to cause the paper market to tighten again.☐

CBS exec: Publishers should clean up their single-copy act

Stop viewing newsstand sales in isolation, playing 'costly games,' urges Alexander

■ *New York City*—Publishers are contributing to their own declines in single-copy sales by not treating single-copy circulation as an integral part of their overall operations and by failing to communicate their needs to others in the distribution chain, in the opinion of Bob Alexander, senior vice president, circulation, CBS Magazines.

Speaking at the Direct Marketing Association's Circulation Days '86 conference, Alexander noted that, in 1985, the number of magazine copies shipped declined by 4.6 percent, the number sold dropped 7.4 percent and total dollar sales suffered a 1.7 percent fall off, when all single-copy titles except *TV Guide* are accounted for. In addition, sell through declined to 50.0 percent, as compared with 51.5 percent in 1984.

To compensate for single-copy losses, some publishers have resorted to what Alexander terms "costly games." These include using less profitable subscription sources, tightening advertis-

CONTINUED ON PAGE 26

Handling. After some dickering, last year's ad rate for the insert came to $16,650 for a four-color, full page; this year's rate is $17,650.

The ad supplement will appear in the May issue of *Modern Materials Handling* and the May 12 issue of *Fortune*. The insert will also be distributed at four trade shows to be held later this year.

The cooperative insert is aimed at reaching senior executives represented by *Fortune*'s circulation and the operational managers and engineers who read *Modern Materials Handling*.☐

Ad production expenses for spreads on the rise

But advertisers are spending less to produce one-page ads

New York City—In the last two years, average expenses associated with producing one-page ads have declined, but the average production expenses for ad spreads have sharply increased, according to a survey conducted by Trout & Ries Advertising.

The survey found that, in 1985, the average cost of producing a one-page black-and-white ad was $2,960, 13 percent less than the average for 1983. In contrast, the average production cost on a black-and-white spread in 1985 was $7,180—almost 42 percent more than in 1983.

The average cost of producing a one page four-color ad in 1985 was $8,650, 4.4 percent lower than the average for 1983, while a four-color spread ran $13,455—an increase of 9 percent.

Steve Rivkin, executive vice president at Trout & Ries, notes that the survey, which was completed by about 80 of the 200 advertisers who were approached, did not attempt to determine the dollar amounts of individual items such as layout charges, photography, models, typesetting and agency commissions.

However, he believes that the costs of spreads have gone up because more exotic and expensive techniques are being used in such ads.

With the proliferation of gatefolds, inserts and multiple page ads now in magazines, some advertisers believe that more than a simple spread is needed to grab the reader, Rivkin explains. Seeking more "punch" for their spreads, the advertisers are spending money on extras such as helicopters for photographers, and fancy retouching.

Costs on one-page ads haven't gone up, Rivkin reasons, because advertisers who want splashy ads tend to run at least a two-page spread. With the splashy and thus expensive treatment going to spreads, one-page ads now tend to be more basic and therefore less expensive to produce, Rivkin believes. He notes that he has recently been seeing more one-page ads that are all type.

But the need to stand out in a cluttered medium is also blamed for the rise in production costs on television commercials. With the advent of cable stations, home videotape use and fears over the "zapping" of commercials, many advertisers are spending more on such production values as actors and special effects in an effort to hold viewers' attention.

A study by the Association of National Advertisers found that in 1984 production charges for 30-second spots averaged $199,000. The costs increased at a rate of about 15 percent per year between 1979 and 1984, according to the study.

Tony Lunt, ANA's vice president of communications, says that there is no reason to believe that the costs didn't go up by at least another 15 percent in 1985.☐

Average ad production costs

	1979	1981	1983	1985	Percent change 1983-85
One-page black-and-white	$ 3,195	$ 2,830	$ 3,410	$ 2,960	-13.2%
One-page four-color	7,715	7,740	9,045	8,650	-4.4
Two-page black-and-white spread	5,480	5,180	5,065	7,180	41.8
Two-page four-color spread	$10,175	$10,950	$12,310	$13,455	9.3%

Source: Trout & Ries Advertising

Standing out in the crowd: *Advertisers who buy spreads also tend to be willing to spring for expensive, eye-catching production techniques. This may account for the rise in production costs for spreads, says Trout & Ries Executive Vice President Steve Rivkin.*

Print brokers association formed

The recent establishment of a trade association for print brokers should indirectly benefit publishers who use, or would like to use, such brokers, claim the group's officers.

It will be a policy of the new Printing Brokerage Association, for example, that members sign and abide by a code of ethics, says association Vice President Jackie McWilliams.

Open to brokerage firms, printing firms and other industry-related organizations, the association says it has close to 75 members, about 50 of whom are brokers. The nonprofit association is based in Arlington, Virginia.

One of its first priorities will be to educate brokers and printers as to what services each provides. The association will also work to improve the overall image of brokers.

McWilliams notes that in the past, a few disreputable brokers gave the entire profession a bad name among printers. As a result, many printers are leery about brokers, who've earned a reputation for not paying their bills, she says.☐

Computer-equipped freelance writers benefiting magazines

Typesetting, editing labor-savings making electronic transmission capability a valuable contributor asset

New York City—When New Jersey-based freelance writer Jeff Cohen decided to buy a personal computer last fall for word processing, he did so partly because C.E.S. Publishing Corp., for which he frequently writes, was establishing a system to receive transmissions over the phone.

It turned out to be a match made in heaven. Cohen began sending his stories over the phone lines, and could dispense with trekking into Manhattan to drop off his stories, thereby saving himself considerable time and expense. (He might have mailed in his stories, but he too often finds himself working right up to deadline.)

Cohen and C.E.S. Publishing are among a growing number of freelance writers and publishing companies linking up their computer systems so that freelance materials can be sent electronically rather than by mail or via personal delivery. According to those involved, everyone benefits. Freelancers have a simple, automatic way to deliver their stories. Editors get copy faster, can edit it more easily and thoroughly on the computer screen and can readily see how it will look in typeset form. But perhaps the biggest beneficiary is the typesetting department; one typesetter told FOLIO: that receiving freelance material electronically speeds up the typesetting process 300 percent to 400 percent by eliminating the need to keypunch and then proofread manuscripts.

55% of weekly publications delivered late

Publication delivery box score:
Weekly publications, July-December 1985

City	On time	One day late	Later
Average*	45%	28%	27%
Boston (Area 021)	43	31	26
New York (Area 100)	49	26	25
Buffalo	48	36	16
Pittsburgh	43	31	26
Philadelphia	25	31	44
Washington, D.C.	48	29	23
Atlanta	37	29	34
Miami	50	30	20
Memphis	37	32	31
Cincinnati	42	34	24
Detroit	60	26	14
Milwaukee	56	32	12
Minneapoiis	53	30	17
Chicago	65	27	8
New Orleans	19	21	60
Dallas	39	38	23
Houston	23	31	44
Denver	23	34	43
Los Angeles	57	26	17
San Francisco	62	18	20
Seattle	48%	24%	28%

*Including other U.S. cities and SCFs not listed
Data based on experience of 27 weekly business and consumer publications accounting for 150,000 copies in the mail each week and predicated on delivery as newspapers. Most publications monitored maintain multiple additional entries and air freight to post office of entry.
Source: Red Tag News Publications Association, Inc.

The percentage of weekly publications delivered late decreased to 55 percent during the last six months of 1985, from 61 percent during the first six months of 1985. During the last half of 1984, 57 percent were delivered late.

The typesetter is often the initial recipient of material sent electronically by freelancers. In C.E.S. Publishing's case, freelancers like Cohen, as well as staff editors based on the West Coast, hook up their modems and send their material to systems manager Andy Moss, who files the information. Editors then call up the stories on their personal computers at their convenience, do the editing, get a print-out that shows how the stories will look in typeset form, decide how long they want them to be and send the finished product electronically back to Moss for final typesetting.

Cohen says that he keeps a record of any story submitted electronically in his computer's memory, and erases it upon publication.

Is there a problem accepting material from freelancers with different computers or word processing programs? Moss calls it a "slight" problem, which he gets around by creating what he terms a "translation table" for each freelancer. The table converts the freelancer's keystrokes into equivalent keystrokes on Moss's typesetting terminal.

System still growing

Having been in operation for just several months, to date C.E.S. Publishing's system for receiving electronic transmissions includes only Cohen and one other freelancer in addition to the four West Coast editors. "We're still growing, and the number of freelancers should increase," Moss says.

But whether that number does increase may be out of Moss's hands. Because he doesn't have personal contact in a catalog advertiser's shipments to customers.

Subscription order cards attached to small displays or bulletin boards—"take one" cards—can be another good source of low-cost orders, if placed in logical locations, such as trade association bulletin boards. Other examples: promotions for engineering magazines placed in faculty and student lounges at engineering schools; promotions for retailing magazines placed in the buying offices of merchandising centers. "If you can keep your name in view, you'll pick up impulse orders, as well as those people who, for one reason or another, just aren't very responsive to direct mail offers," says Tyson.☐

Halftone gravure thriving

$300,000 in pre-press costs saved annually by *Better Homes*

New York City—Introduced in the United States four years ago, the halftone color separation process has become the biggest success story in gravure printing since the introduction of mechanical cylinder etching, according to Dale Schenkelberg, director of production at Meredith Corporation.

Halftone gravure has cut pre-press costs on *Better Homes and Gardens* by $300,000 per year, Schenkelberg said during a report delivered at a Spectrum color control conference sponsored by the Graphic Communications Association. As opposed to the old continuous tone gravure, halftone gravure, he explained, cuts the time and expense needed to manufacture and handle color separations, tends to require fewer expensive cylinder corrections and results in more accurate proofs.

Schenkelberg said his discussions with colleagues at other magazines indicated that they don't have to reject as much submitted film with halftone gravure, and they don't have to run as many make-goods for poorly reproduced ads.

Like most gravure publications, *Better Homes* now only accepts halftone films manufactured in accordance with the new Group VI ("universal film") halftone standards. Adherance to the standards allows an advertiser to prepare one set of separations for both offset and gravure magazines.

As to how halftone gravure universal film is viewed by advertisers, Thomas J. Cochrane, senior vice president and director of advertising services at J. Walter Thomson USA, said: "What's not to like?" The new universal film is less expensive and results in more accurate proofing, he agreed.☐

80% of monthlies delivered late

Publication delivery box score:
Monthly second class publications, October-December 1985

City	Better than USPS standard	Service standard	1-6 days late	Later
Composite average*	4%	16%	66%	14%
Boston (Area 021)	3	17	69	11
New York (Area 100)	3	22	67	8
Buffalo	16	18	55	11
Pittsburgh	0	16	72	13
Philadelphia	0	2	36	62
Washington, D.C.	6	21	54	19
Atlanta	4	13	70	13
Miami	15	34	47	4
Memphis	0	2	88	10
Cincinnati	8	19	65	8
Detroit	2	4	74	20
Milwaukee	5	12	65	18
Minneapolis	0	22	71	7
Chicago	3	10	78	9
New Orleans	3	0	84	13
Dallas	4	16	68	12
Houston	5	8	75	12
Denver	5	17	74	14
Los Angeles	0	17	62	21
San Francisco	3	25	62	10
Seattle	10%	31%	49%	10%

*Including other U.S. cities and SCFs not listed
Source: Red Tag News Publications Association, Inc.

There was a slight improvement in postal delivery of monthly second class publications during the fourth quarter of 1985 as the percentage of publications delivered late decreased to 80 percent, from 84 percent in the third quarter of the year, according to the Red Tag News Publications Association. During the second quarter of the year, 79 percent of monthlies were delivered late.

Proof comparator updated

To provide a better tool for evaluating color proofs, the Graphic Communications Association and Graphic Arts Technical Foundation is updating its proof comparator, a device used mainly by color separators and ad agencies, but also designed for use by publishers and printers.

The comparator is being modified so that it will be in agreement with the revised SWOP standards that are about to be released, Anthony Stanton, a GATF quality control specialist, explained at the recent GCA Spectrum color conference in New York City.

Like the first GCA/GATF proof comparator introduced in the fall of 1984, the new comparator consists of a set of separation films which includes such elements as gray balance bars, tint patches and a four-color pictorial.

Perhaps the biggest change is that on the new comparator the screen rulings have been increased from 120 lines per inch to 133 per inch, the ruling most often used today. Another change sees the maximum total tone density patch going from 280 percent to 300 percent, in accordance with the higher density to be allowed under the revised SWOP standards.

Tint levels are now also given at 25 percent, 50 percent and 75 percent dot levels instead of at 10 percent and 40 percent levels. The 50 percent is designed for monitoring dot gain, a topic that recently has garnered increased attention in the industry and in the SWOP standards.

To use either the old or new comparator, the comparator films are stripped in along the edge of a flat containing films for an ad. The operator then makes an off-press proof of the entire flat.

The comparator area on the proof can then be compared to a reference proof of the comparator to make sure they match. If they don't, the inspector will know that something went wrong with the proofing process. Stanton notes that without a comparator there is no way to tell whether an ad proof looks bad merely because of a variation in the proofing process or because the separation itself was bad.

The new comparator can be obtained at a cost of $35 for GATF and GCA members or $70 for nonmembers from the Order Department, Graphic Arts Technical Foundation, 4615 Forbes Avenue, Pittsburgh, Pennsylvania, 15213.☐

More titles sold on campus

College stores are broadening selections; women's lifestyle titles most widely carried

Westbury, N.Y.—College stores that sell magazines are carrying a wider selection of titles than ever before, according to *College Store Executive*'s 1985 survey of college store managers.

Four of the 12 categories of magazines included in the survey were for the first time carried by more than 90 percent of the college stores that sell magazines. They are women's lifestyle (carried by 97.2 percent of the stores), arts, entertainment/humor (94.9 percent), business and news (93.8 percent) and sports/outdoor and cars (90.9 percent).

The survey also reveals that nearly 53 percent of all college stores stock magazines. Of the top 500 stores (in dollar volume), 77 percent carry magazines, while 46 percent of the remaining, standard-size stores (which number around 2,500) do so.

"The number of stores that carry magazines has remained steady over the years," says Catherine Orobona, editor of *College Store Executive*. But those that do "are expanding their selections to include a wider variety of titles." Whereas college stores were once content to stock *Cosmopolitan, People, Newsweek* and *Time*, she adds, they are now adding titles such as *Omni, Redbook* or *Woman's Day*. The reason for this trend, says Orobona, is that students are increasingly demanding the convenience of being able to purchase periodicals on campus.

The other categories, and the percentages of stores in which they are sold, include social/literary (90.3 percent); sciences (88.6 percent); home and family (86.4 percent); specialty (85.8 percent); computer/electronics (83.5 percent); food/health (81.3 percent); men's lifestyle (77.8 percent) and "adult sophisticate" (54 percent).

The magazine categories that showed the greatest growth are those aimed primarily at women, continuing a pattern seen in last year's survey. The category with the largest percentage increase is home and family, up 13 percent. Women's lifestyle magazines were second, with a growth of nearly 12 percent, putting the category in the number one overall ranking for the first time. "Women's titles are stronger in the college market due to the rising age of students on campus and the influx of the 25-and-older group," says Orobona.

The leading women's magazine continues to be *Cosmopolitan*, which maintained its position as the best seller among all magazines sold at college stores, and moved up to become the magazine carried by the greatest percentage of these outlets.

The list of the top-10 selling college magazines in 1985 closely resembles 1984's list. The biggest changes were *TV Guide*'s move onto the list, taking the number-10 spot, and the departure of *Gentlemen's Quarterly* from the list, where it had been ranked ninth.

In terms of the percentages of college stores that carry individual titles, the top 10 titles are as follows: *Cosmopolitan* (found in 90 percent of the stores); *Glamour* (84 percent); *Time* (83.5 percent); *Newsweek* (80.7 percent); *Rolling Stone* (78.4 percent); *People* (76.8 percent); *Life* (75.6 percent); *Sports Illustrated* (74.4 percent); *Omni* (72.7 percent); and *U.S. News & World Report* (71 percent).

The survey also included findings on the popularity of national newspapers in college stores. *USA Today*, found in 68.7 percent of the stores that carry newspapers, is the most commonly stocked newspaper in the market. Other leading papers are *The New York Times* (63.5 percent) and *The Wall Street Journal* (48.7 percent). Newspapers, as a whole, however, do not fare well in college stores, with only 27 percent of all stores carrying these periodicals. Many managers indicated that this is due, in part, to the high number of student newspaper subscribers.☐

Top 10 best sellers in college stores

1985	1984
1. *Cosmopolitan*	1. *Cosmopolitan*
2. *Glamour*	2. *People*
3. *Time*	3. *Playboy*
4. *People*	4. *Glamour*
5. *Playboy*	5. *Vogue*
6. *Penthouse*	6. *Newsweek*
7. *Vogue*	7. *Penthouse*
8. *Mademoiselle*	8. *Time*
9. *Newsweek*	9. *Gentlemen's Quarterly*
10. *TV Guide*	10. *Mademoiselle*

Source: *College Store Executive*

Big magazine on campus: *In 1985,* Cosmo *again headed the list of top sellers on college campuses.* TV Guide *made the list for last year, taking the place of* Gentlemen's Quarterly, *which dropped off the list after being ranked ninth in 1984.*

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Second class volume up 9% in 1985

	Pieces			Revenue		
	1985 (billions)	Change 1984-85	% of total	1985 (billions)	Change 1984-85	% of total
First class	72.44	5.9%	51.7%	$16.74	10.0%	62.4%
Second class	10.38	9.0	7.4	1.09	6.6	4.1
Third class	52.17	8.1	37.2	4.88	15.2	18.2
Fourth class	0.58	-3.9	0.4	.76	-1.4	2.8
Penalty and franked	3.29	-4.5	2.3	.90	-3.5	3.4
International	0.83	-7.3	0.6	.88	2.7	3.3
All other	0.41	2.0	0.3	11.51	6.1	5.7
Total	140.10	6.5%	100.0%	$26.81	9.7%	100.0%

Source: U.S. Postal Service

The volume of second class mail handled by the U.S. Postal Service increased by 9.0 percent in fiscal 1985, to 10.38 billion pieces. Revenue from second class mail increased by 6.6 percent, to $26.81 billion.

In addition, statistics on the first four four-week accounting periods for fiscal 1986, which started last October 1, indicate that volume compared to the same periods in 1985 was up 12.0 percent for second class mail, 3.1 percent for third class mail and 5.0 percent for all classes of mail. Revenue was up 13.3 percent for second class mail. Third class revenue gained 15.7 percent, and total revenue was up 13.3 percent.

Rate jump predicted for third class

The U.S. Postal Service Board of Governors may seek a slightly higher rate increase for third class mail than for other classes of mail in the next postal rate case, says postal consultant John Jay Daly.

Daly explains that he bases this prediction on statements made last year by members of the Postal Board of Governors. Facing some deficit problems, some of the Governors "wondered out loud," says Daly, whether the Postal Rate Commission had properly applied the correct rate increase to third class bulk mail in the last rate case. An additional rise of 0.5 percent to 1 percent would not have adversely affected the volume of third class bulk mail delivered, the Governors maintained.

Daly, a former vice president of the Direct Marketing Association, believes that these sentiments will be acted upon in the next rate case, which he thinks will be filed for in 1987.

Third class mailers have contended that the 13.8 percent average increase they received in the last rate case was improperly high. The Direct Marketing Association challenged that rate hike in the U.S. Court of Appeals, but lost. In comparison, second class jumped an average 14.2 percent, and first class had an average increase of 7.9 percent.

Daly acknowledges that his predictions about third class rates may prove to be overreaction, since there are other factors, such as changes in the make-up of the Board of Governors and PRC, that may come into play.☐

Resources

Directory of Short-Run Book Printers, now in its third edition, is available from Ad-Lib Publications. The new edition lists almost 400 book printers worldwide who are capable of producing from 10 to 10,000 copies of a book, magazine, catalog or other bound publication. The price is $12 plus $1 for postage and handling. Write: Ad-Lib, P. O. Box 1102, Fairfield, Iowa 52556-1102. Telephone: 515-472-6617.

The 1986 edition of *Bacon's Media Alerts* is now available. The 724-page media guide covers 1,500 business, technical and consumer magazines as well as 200 daily newspapers. Each entry includes a description of editorial, address, contacts and other information about special issues. The coil-bound directory costs $150. In addi-

Ad sales compensation survey

Ad sales directors' average earnings: $81,287

FOLIO: presents the first industry-wide salary survey of ad sales professionals

BY JEAN ANGELO
ASSOCIATE EDITOR

Editors, circulation directors, production managers and art directors alike have been heard to say, "Ad sales, that's where the big money is." Well, is it? In answer, FOLIO: presents the first industry-wide ad sales salary survey. The survey provides a comprehensive view of magazine ad sales salaries and bonus/commissions for magazine ad sales directors, managers and salespeople.

The survey yields some interesting findings:

- Consumer magazines are more likely to have a ceiling or cap on commission and bonus programs.
- Branch and regional sales managers on consumer magazines earn higher base salaries than do their peers on business magazines.
- Women ad directors are earning lower base salaries than are their male counterparts, although they are earning virtually the same amount in bonus and commission.
- Ad directors on weeklies earn 35 percent more than ad directors on monthlies.

Ad sales directors

The average base salary for an ad sales director is $55,825 and the average commission or bonus is $25,462, for a total compensation of $81,287. Ad sales directors on consumer magazines seem to be trailing their business magazine counterparts in both salaries and commissions, by a slight margin.

The average base salary for a business magazine sales director is $58,250, and the average bonus/commission is $25,094. The base salary for the director on a consumer magazine is $54,080, and the average bonus/commission is $23,764.

Ad sales directors in the Northeast appear to receive higher base salaries than their peers in the Southern and Central states and in the West. The average base salary for an ad sales director in the Northeast is $61,486. A person holding the same job in the Southern or Central states earns $49,104, and a person in the Western states earns $49,400.

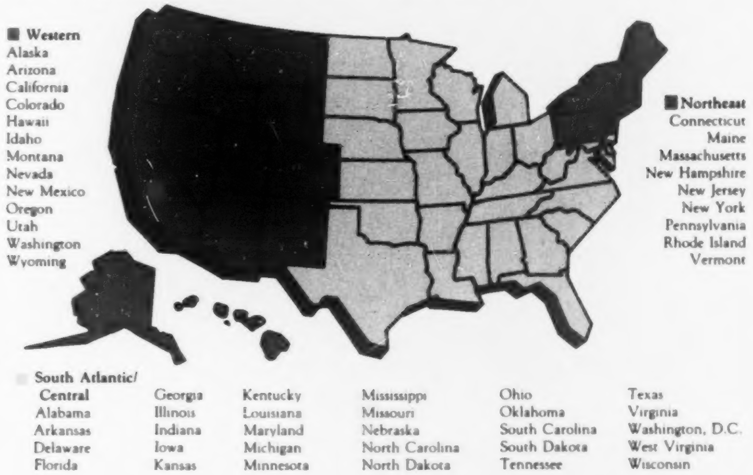
There is also a regional difference in the bonus/commission average for ad sales directors. The average bonus/commission in the Northeast is $27,428, compared to $19,573 for a director in the Southern or Central states.

Not unexpectedly, there is a steady growth in base salary and bonus/commission as the total ad revenue and ad pages increase.

For example, an ad director on a magazine that brings in less than $3

Guy Kingsbury

The regions have been divided as follows:


■ Western
Alaska
Arizona
California
Colorado
Hawaii
Idaho
Montana
Nevada
New Mexico
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Kansas
Kentucky
Louisiana
Maryland
Michigan
Minnesota
Mississippi
Missouri
Nebraska
North Carolina
North Dakota
Ohio
Oklahoma
South Carolina
South Dakota
Tennessee
Texas
Virginia
Washington, D.C.
West Virginia
Wisconsin

million in total ad revenue has a base salary of $43,773 and a bonus/commission of $17,977, much less than an ad director on a magazine in the $3 million to $11 million category. An ad director in the latter category earns a $58,363 base salary and gets $25,920 in bonus/commission.

Ad directors on magazines that carry 1,000 to 2,999 ad pages per year seem to earn more than directors on magazines that carry less than 1,000 pages. Ad directors in the latter category receive a base salary of $47,601 and a bonus/commission of $20,065, compared to the $62,843 base salary and the $28,830 bonus/commission going to ad directors in the 1,000 to 2,999 page category.

The male ad sales directors in FOLIO:'s survey are earning higher base salaries than the women. A woman ad director receives a $43,140 base salary, compared to her male counterpart, who earns $59,484. There is not, however, a great difference in the average bonus/commission. Women are earning a bonus/commission of $26,781, slightly higher than the $25,066 for men.

Base salary does appear to increase as the number of employees that an ad director supervises increases. An ad director who supervises fewer than six people receives a base salary of $40,160. The ad director with six to 10 people under his or her supervision is paid a $55,901 base salary, and the director responsible for more than 10 employees gets $71,547.

The highest bonus/commission total also goes to the directors who supervise more than 10 employees. Their average bonus/commission is $29,742.

Generally, the more years in the business, the higher the base salary and bonus/commission total. Ad directors who have up to 10 years of experience receive a $44,269 base salary and a $23,811 bonus/commission. An ad director who has logged in 11 to 25 years in the business earns a $67,265 base salary and a $27,210 bonus/commission.

Those who work on weeklies earn significantly more than directors on monthly magazines. The base salary for a director on a weekly is $71,595, compared to the base salary for a director on a monthly, which is $53,106. Bonuses and commissions are also higher for directors on weeklies. They get an average of $31,735.

Ad sales managers

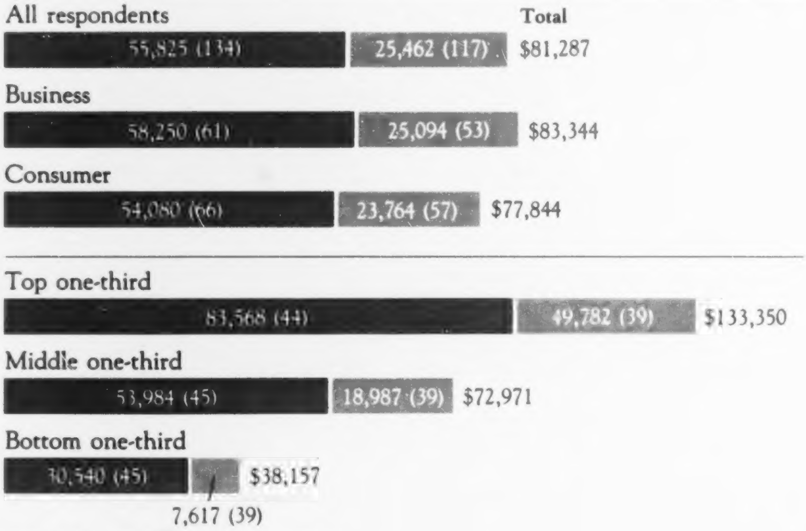
The average base salary for an ad sales manager is $48,836, and the average commission or bonus is $19,472, bringing the total compensation to $68,308. Business managers seem to be lagging behind their peers on consumer magazines in overall base salary and bonus/commission averages.

Ad sales managers on business magazines are earning an average base salary of $40,712 and a bonus/commis-

Ad Sales Director

Advertising sales director (in some cases may have the title of publisher): Manages ad sales department, sets policies and procedures, is responsible for reaching goals and quotas, hires and trains personnel, supervises branch managers.

Average compensation (The number of respondents is in parentheses.)



sion of $15,868—which is less than the base salary of $53,843 and bonus/commission of $20,905 going to consumer managers.

The salary and bonus/commission average for this group is the highest in the Northeast—base salary being $54,183 and bonus/commission being $21,308.

Salaries and bonus/commission averages seem to increase as total ad revenue and ad page totals for the magazine go up. Ad managers on magazines with less than $8 million in total ad sales receive a base salary of $43,125 and a bonus/commission of $19,302. This compares to managers on magazines with more than $8 million in ad sales who make $56,882 in base salary and $21,178 in bonus/commission.

Ad sales managers on magazines that carry fewer than 1,000 pages annually get $45,403 in base salary and $18,137 in bonus/commission. Those who work on magazines that bring in more than 1,000 pages make 26 percent more in base salary, or $57,034. The bonus/commission is $22,550.

There is also an indication that men who are ad sales managers are earning more than women in the same position. A female ad sales manager earns a base salary of $36,900 and a bonus/commission of $17,450. A male ad sales manager earns a base salary of $52,468 and a bonus/commission of $20,101.

Branch/regional managers

The average base salary for a branch or regional manager is $45,873, and the average bonus/commission is $29,741, for a total compensation of $75,614. In this personnel category, those on business magazines appear to be making a 28 percent lower base salary than consumer branch or regional managers. The base salary for a consumer magazine regional manager is $52,571, compared to $37,722 for a manager on a business magazine. There is, however, no major difference in bonus/commission averages. They are $30,453 and $27,991, respectively.

There appears to be an overall trend in this category for consumer regional/branch managers to earn higher base salaries. For example, the base salary for a consumer manager in the Northeast is 60 percent higher than the business manager's for this region. The average base salary for a consumer manager is $49,533; for the business manager, $31,092.

"There should never be a ceiling for anyone in a sales capacity. Sales is an incentive game."

Ad sales director in the Northeast earning $15,000 commission and $60,000 base salary.

[redacted]

There is also a significant difference in average base salaries for branch/regional managers on magazines that run 1,000 to 2,999 pages. Consumer managers earn $60,441; business managers earn $40,476.

Male managers on consumer mag-

	Overall salary	Overall bonus/ commission	Business salary	Bus. bonus/ commission	Consumer salary	Con. bonus/ commission
By region:						
Northeast	$61,486 (72)	$27,428 (63)	$57,827 (29)	$25,065 (23)	$63,717 (39)	$28,527 (36)
South Atlantic/Central	$49,104 (43)	$19,573 (34)	$56,666 (24)	$21,613 (22)	$40,147 (17)	$15,833 (12)
Western	$49,400 (17)	$28,588 (18)	$69,000 (6)	$34,500 (6)	$40,180 (10)	$15,288 (9)
By ad revenue:						
Under $3 million	$43,773 (49)	$17,977 (40)	$47,238 (18)	$18,200 (15)	$42,688 (27)	$16,266 (21)
$3 million-$11,999,999	$58,363 (55)	$25,920 (50)	$62,705 (34)	$24,482 (29)	$51,333 (21)	$27,904 (21)
$12 million and over	$74,554 (22)	$37,055 (18)	$65,571 (7)	$40,000 (6)	$75,476 (13)	$31,700 (10)
By ad pages:						
Under 1,000	$47,601 (66)	$20,065 (55)	$55,340 (20)	$17,812 (16)	$45,069 (42)	$20,402 (35)
1,000-2,999	$62,843 (55)	$28,830 (50)	$57,636 (33)	$26,400 (30)	$69,733 (21)	$31,552 (19)
3,000 and over	$79,388 (9)	$32,571 (7)	$71,357 (7)	$29,600 (5)	$105,000 (1)	$20,000 (1)
By sex:						
Female	$43,140 (30)	$26,781 (27)	$50,088 (9)	$23,500 (8)	$42,284 (19)	$22,818 (16)
Male	$59,484 (104)	$25,066 (90)	$59,663 (52)	$25,377 (45)	$58,848 (47)	$24,134 (41)
By no. of employees under respondent's supervision:						
Less than 6	$40,160 (40)	$22,870 (34)	$51,830 (13)	$22,454 (11)	$35,209 (22)	$19,227 (18)
6-10	$55,901 (51)	$23,095 (47)	$57,187 (32)	$23,375 (28)	$53,736 (19)	$22,684 (19)
Over 10	$71,547 (42)	$29,742 (35)	$65,593 (16)	$27,192 (13)	$73,145 (24)	$28,875 (20)
By years in the business:						
Up to 10 years	$44,269 (69)	$23,811 (63)	$54,396 (26)	$24,351 (27)	$39,132 (40)	$23,944 (34)
11-25	$67,265 (47)	$27,210 (38)	$57,895 (24)	$24,361 (18)	$76,619 (21)	$25,305 (18)
Over 25	$70,250 (18)	$25,400 (15)	$68,136 (11)	$29,250 (8)	$79,000 (5)	$17,000 (5)
By frequency:						
Weekly	$71,595 (21)	$31,735 (17)	$67,366 (15)	$29,583 (12)	$82,166 (6)	$36,900 (5)
Monthly	$53,106 (77)	$25,508 (70)	$54,585 (27)	$24,115 (26)	$53,804 (44)	$25,335 (39)
Other	$54,607 (28)	$21,038 (26)	$53,133 (15)	$22,153 (13)	$51,833 (12)	$12,272 (11)

azines earn a base salary of $54,046, compared to males on business magazines, whose average is $40,425. Consumer magazine managers on monthlies are also making significantly more than their business counterparts. The consumer manager's base salary is $48,271, compared to the business manager's salary of $34,117.

Overall, regional and branch managers in the West seem to earn a higher base salary and bonus/commission than managers in other regions. Managers in the West earn a base salary of $55,267, and a bonus/commission of $39,693, compared to $39,944 base salary and $29,596 bonus/commission for managers in the Northeast.

Total ad revenue does not seem to make a difference in base salaries for those managers who work on magazines with total ad revenue less than $3 million and those magazines with ad revenue in the $3 million to $11 million range. Both base salary averages are close to $40,000. But there is a marked difference in the bonus/commission averages for these two groups. Managers at the lower ad revenue producing magazines are earning an average of $16,772, compared to those in the $3 million to $11 million category, who are earning $28,532. Those on magazines with even higher total ad sales revenue are earning a bonus/commission of $39,333.

There is an indication in this group that males are earning a higher base salary, in this case $47,880, than females, who are earning $38,008, but bonus/commission averages for both sexes are close to $30,000.

Ad sales person

For the personnel in this category, the average base salary is $33,037 and the average bonus/commission is $22,766, for a total of $55,803. Unlike the base salaries for business and consumer personnel in some other groups, the base salaries in this group are not significantly different.

> ***"My compensation is excellent and there is no ceiling if quota is attained by the entire staff."***
>
> Ad sales director in the Northeast earning $70,000 salary and $6,000 in commission.

An ad sales person on a business magazine is earning a base salary of $33,369, only slightly higher than the base salary paid to the consumer ad sales person, which is $32,731.

The differences in bonus/commission averages for these two overall, however, are great. Business magazine ad sales people are taking home a bonus/commission of $25,615, compared to the consumer group, which is earning $18,205.

Unlike the other three personnel groups in FOLIO:'s survey, which show base salary differences between the three geographic regions, ad sales people in all three regions are making approximately the same base salary. It is approximately $33,000.

Bonus/commission averages for the three regions are also not significantly different. In the Northeast, an ad sales person earns a bonus/commission of $19,465; in the South/central states, $25,842; and in the West, $24,354.

The base salaries for ad sales people who work on magazines in the $12 million or more ad revenue category are 84 percent higher than base salaries for those in the lowest range (under $3 million). Base salary for those in the $12 million and over group is $43,070, compared to $23,350 for those in the lowest group. Ad sales people in the middle range ($3 million to $11 million) earn a base salary of $35,908.

Bonus/commission averages for ad sales people in these revenue ranges do not really differ, however. The highest bonus/commission is in the $12 million and over range. It is $26,729.

In this personnel group, males' salaries and commissions seem to be much higher than those of the females. Men are earning an average base salary of $38,635, and an average bonus/commission of $27,740. Women are earning $25,697 in average base salary and $14,557 in bonus/commission.

Bonus/commission averages do increase as ad sales people accrue years in the business. Those with four to 10 years in the business are earning twice as much in commission/bonus as those with less than three years. The average bonus/commission for someone with four to 10 years is $23,658, compared to $11,346 being earned by those with less experience. Respondents with more than 10 years earn an average bonus/commission of $31,508.

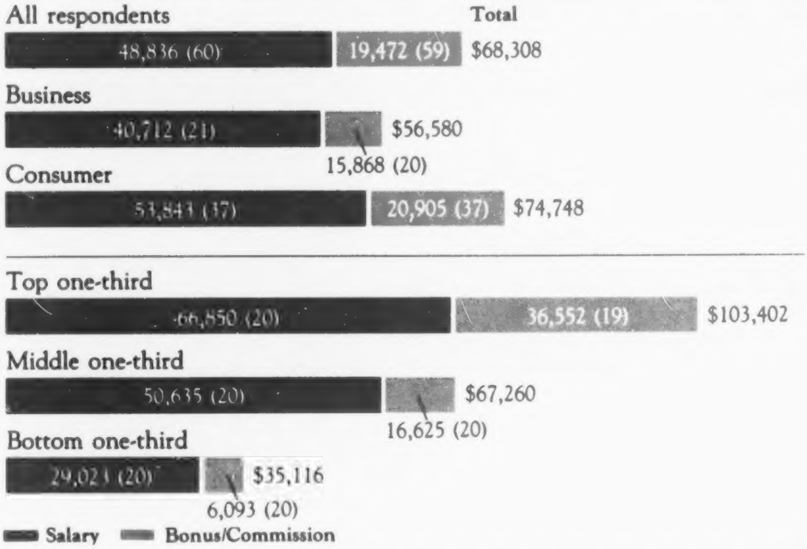
Deferred compensation

Sixty percent of the ad sales directors in FOLIO:'s survey are offered a

Ad Sales Manager

Ad sales manager: Reports to director, *has management but not policy responsibility* for personnel within the department.

Average compensation (The number of respondents is in parentheses.)



	Overall salary	Overall bonus/ commission	Business salary	Bus. bonus/ commission	Consumer salary	Con. bonus/ commission
By region:						
Northeast	$54,183 (30)	$21,308 (31)	$46,687 (8)	$12,821 (8)	$56,761 (21)	$23,318 (22)
South Atlantic/Central	$39,847 (18)	$18,941 (17)	$35,526 (10)	$20,400 (10)	$48,428 (7)	$17,500 (6)
Western	$48,950 (12)	$15,118 (11)	$42,066 (3)	$ 5,400 (2)	$51,244 (9)	$17,277 (9)
By ad revenue:						
Under $8 million	$43,125 (26)	$19,302 (26)	$35,732 (14)	$15,490 (13)	$51,000 (11)	$21,291 (12)
$8 million and over	$56,882 (28)	$21,178 (28)	$58,540 (5)	$18,600 (5)	$56,521 (23)	$21,739 (23)
By ad pages:						
Under 1,000	$45,403 (27)	$18,137 (26)	$41,966 (9)	$19,759 (8)	$47,122 (18)	$17,416 (18)
1,000 and over	$57,034 (26)	$22,550 (26)	$48,112 (8)	$14,537 (8)	$61,058 (17)	$25,000 (17)
By sex:						
Female	$36,900 (14)	$17,450 (14)	$28,566 (6)	$10,800 (6)	$46,028 (7)	$23,785 (7)
Male	$52,468 (46)	$20,101 (45)	$45,570 (15)	$18,041 (14)	$55,666 (30)	$20,233 (30)
By no. of employees under respondent's supervision:						
Less than 6	$41,946 (29)	$18,441 (28)	$36,232 (14)	$17,375 (13)	$47,280 (15)	$19,366 (15)
6 and over	$56,655 (27)	$19,076 (26)	$50,540 (5)	$13,800 (5)	$59,700 (20)	$19,421 (19)
By years in the business:						
Up to 10 years	$43,759 (37)	$15,913 (36)	$34,238 (13)	$11,406 (12)	$50,043 (23)	$18,391 (23)
Over 10	$57,002 (23)	$25,043 (23)	$51,232 (8)	$22,562 (8)	$60,085 (14)	$25,035 (14)
By frequency:						
Weekly	$46,090 (10)	$20,350 (10)	$35,225 (4)	$12,625 (4)	$59,400 (5)	$28,000 (5)
Monthly	$48,561 (37)	$19,883 (36)	$42,889 (13)	$19,066 (12)	$51,269 (23)	$19,217 (23)
Other	$53,409 (11)	$18,597 (11)	$38,833 (3)	$11,025 (3)	$58,875 (8)	$21,437 (8)

deferred compensation pension or profit-sharing plan. Business magazines are more likely to offer such plans to their ad sales directors, according to FOLIO:'s respondents. Eighty-one percent of the directors on business magazines are offered such plans, compared to 40.3 percent on consumer titles.

Overall, 59.7 percent of the ad sales managers and 71.1 percent of the branch/regional managers are offered deferred compensation plans.

Sixty-seven percent of those in the ad sales people category are offered deferred compensation plans. In this group, males are more likely than females to be offered the option. Seventy-five percent of the men in this category are offered deferred compensation plans, compared to 54.5 percent of the females.

Bonus/commission ceilings

Ad sales managers are more likely than ad sales directors or branch/regional managers to have a ceiling on their bonus or commission. Twenty-seven percent of the ad sales managers have a ceiling imposed, as compared to 16.7 percent of ad sales directors.

In each of the four personnel groups, consumer magazines are more likely to have a ceiling. Twenty-three percent of the ad directors on consumer titles have a ceiling, versus 10 percent on business magazines. Thirty-three percent of the ad sales managers on consumer magazines have a ceiling, compared to 19 percent on business magazines.

"I wish I made a hell of a lot more money. Yes, I know the answer is to sell more advertising. I wish compensation was based strictly on commission."

Branch/regional manager in the South, earning $22,500 base salary and $20,000 commission.

Using the numbers

It is important to be cautious when using the numbers to determine salary structures. In many instances, there were not enough respondents in cells to allow meaningful comparisons. For this reason, the number of respondents in each cell is published next to the average salary or bonus/commission in that category.

This survey is also limited to comparing one variable at a time. While FOLIO: is able to spot meaningful differences between the salaries of, for example, male and female ad sales directors, we are unable to analyze whether the females in this category have fewer years in the business, or work on the lower ad revenue producing magazines.

Calls for change

In addition to comments about salary, many respondents offered their views on staff structure and policy. Many talked about quotas. Some typical comments:

- "Although a definite 'ceiling' does not exist, annual 'games' with quotas make it increasingly difficult to earn more."
- "There should never be a ceiling for anyone in a sales capacity. Sales is an incentive game."

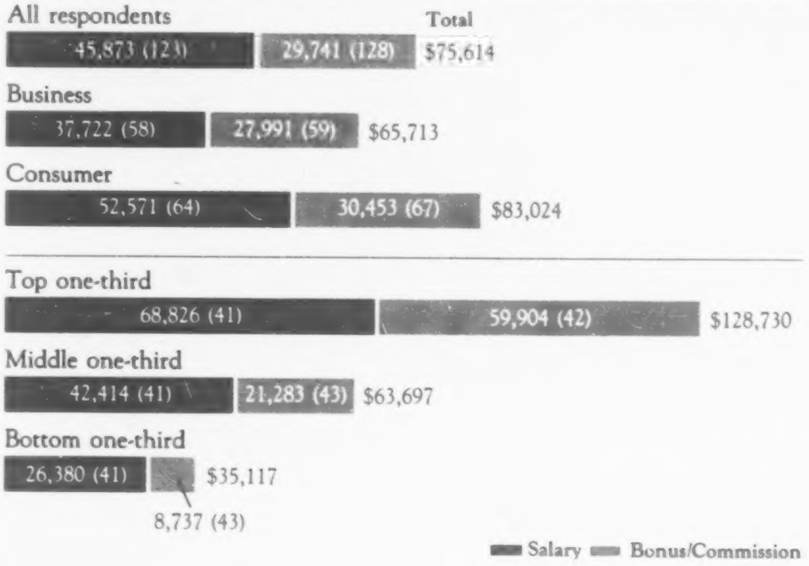
Others addressed the problems of managing other salespeople:

- "We do not get an override on our salespeople's efforts, but we spend lots of time assisting them and going on calls with them."
- "I feel that I should receive a percentage of all ad sales," insists one ad director.☐

Branch/Regional Manager

Branch/regional manager (may also be "category manager"): Responsible for selling ad pages to accounts in specific geographic areas, or responsible for selling to accounts from specific categories (liquor, tobacco, cosmetics, etc.). May supervise some sales staff.

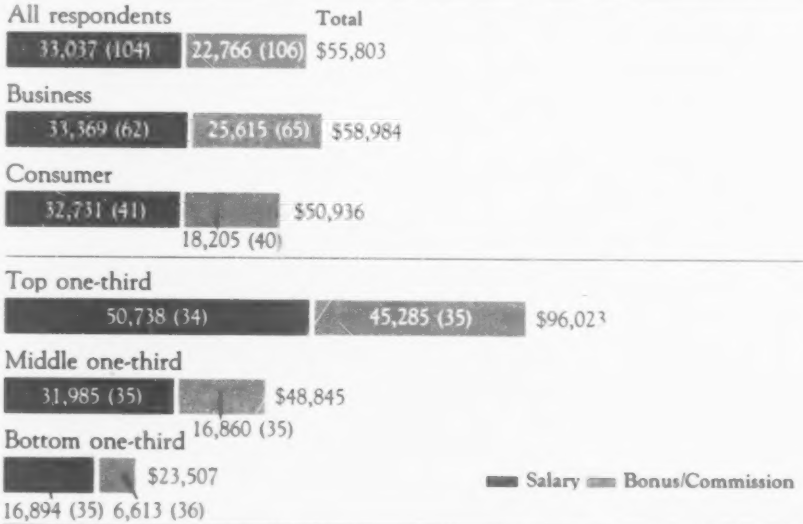
Average compensation (The number of respondents is in parentheses.)



Ad Sales Person

Advertising sales person (may be called account executive): Calls on clients and agencies, makes presentations, maintains current accounts, develops new accounts.

Average compensation (The number of respondents is in parentheses.)



"Commissions are paid only after quotas have been met."

Branch/regional manager in the West earning $28,000 base salary and $14,000 bonus.

"I started out on commission and didn't like it. I was not making enough money so asked for $20,000 now, and as business gets better, I will ask for more. I sell for the challenge and the service we provide, not for the bonus. The guarantee lets me feel secure and just do my best."

Woman ad sales person in the Midwest with one year of experience.

"I would like to see the company take the cap off, and would like to see compensation for new business."

Branch/regional manager in the Midwest with 18 years experience earning $65,000 base salary and $35,000 commission.

"It beats working for a living."

Ad sales person in the Midwest earning a salary in the mid-twenties and $3,000 bonus.

	Overall salary	Overall bonus/ commission	Business salary	Bus. bonus/ commission	Consumer salary	Con. bonus/ commission
By region:						
Northeast	$39,944 (50)	$29,596 (51)	$31,092 (26)	$27,365 (26)	$49,533 (24)	$31,916 (25)
South Atlantic/Central	$46,617 (45)	$23,195 (46)	$36,642 (21)	$22,318 (22)	$55,345 (24)	$24,000 (24)
Western	$55,267 (28)	$39,693 (31)	$55,454 (11)	$40,818 (11)	$52,968 (16)	$37,027 (18)
By ad revenue:						
Under $3 million	$39,952 (25)	$16,772 (25)	$30,538 (13)	$14,250 (12)	$50,150 (12)	$19,100 (13)
$3 million-$11,999,999	$39,928 (45)	$28,532 (50)	$34,169 (23)	$29,944 (27)	$45,950 (22)	$26,873 (23)
$12 million and over	$52,072 (40)	$39,333 (42)	$42,076 (13)	$37,538 (13)	$56,885 (27)	$39,071 (28)
By ad pages:						
Under 1,000	$37,497 (47)	$18,982 (47)	$31,050 (20)	$16,875 (20)	$42,274 (27)	$20,544 (27)
1,000 - 2,999	$51,198 (54)	$33,884 (59)	$40,476 (25)	$33,574 (27)	$60,441 (29)	$32,990 (31)
3,000 and over	$52,500 (14)	$47,406 (16)	$48,500 (8)	$38,388 (9)	$57,833 (6)	$59,000 (7)
By sex:						
Female	$38,008 (25)	$29,592 (25)	$26,172 (11)	$22,181 (11)	$47,307 (14)	$35,414 (14)
Male	$47,880 (98)	$29,777 (103)	$40,425 (47)	$29,322 (48)	$54,046 (50)	$29,143 (53)
By no. of employees under respondent's supervision:						
None	$39,924 (50)	$26,748 (49)	$35,846 (30)	$26,017 (28)	$46,040 (20)	$27,723 (21)
One	$45,613 (22)	$37,040 (25)	$37,875 (8)	$38,500 (10)	$50,035 (14)	$33,642 (14)
2 or more	$54,515 (45)	$30,346 (47)	$42,766 (15)	$27,500 (15)	$59,368 (29)	$31,251 (31)
By years in the business:						
Up to 10 years	$37,224 (53)	$22,818 (55)	$30,756 (23)	$21,295 (22)	$42,183 (30)	$22,390 (32)
11-25	$49,991 (45)	$39,318 (50)	$39,690 (21)	$32,833 (24)	$59,004 (24)	$45,303 (26)
Over 25	$56,800 (25)	$25,478 (23)	$46,214 (14)	$30,384 (13)	$68,300 (10)	$16,222 (9)
By frequency:						
Weekly	$57,552 (19)	$34,736 (19)	$44,687 (8)	$38,000 (8)	$66,909 (11)	$32,363 (11)
Monthly	$42,848 (68)	$29,401 (72)	$34,117 (29)	$23,655 (29)	$48,271 (38)	$32,095 (41)
Other	$41,492 (27)	$27,913 (29)	$41,722 (18)	$30,690 (21)	$41,033 (9)	$20,625 (8)

	Overall salary	Overall bonus/ commission	Business salary	Bus. bonus/ commission	Consumer salary	Con. bonus/ commission
By region:						
Northeast	$32,930 (46)	$19,465 (46)	$31,973 (26)	$23,196 (28)	$34,175 (20)	$13,661 (18)
South Atlantic/Central	$33,013 (38)	$25,842 (38)	$35,500 (27)	$27,611 (27)	$27,100 (10)	$21,650 (10)
Western	$33,330 (20)	$24,354 (22)	$31,011 (9)	$27,000 (10)	$35,227 (11)	$22,150 (12)
By ad revenue:						
Under $3 million	$23,350 (28)	$22,360 (28)	$25,435 (14)	$23,593 (16)	$20,976 (13)	$20,781 (11)
$3 million-$11,999,999	$35,908 (37)	$21,657 (38)	$37,577 (27)	$24,553 (28)	$31,400 (10)	$13,550 (10)
$12 million and over	$43,070 (24)	$26,729 (24)	$36,946 (15)	$31,333 (15)	$53,277 (9)	$19,055 (9)
By ad pages:						
Under 1,000	$28,760 (43)	$16,981 (44)	$30,536 (19)	$18,318 (22)	$27,354 (24)	$15,645 (22)
1,000 - 2,999	$34,758 (39)	$23,710 (38)	$35,077 (27)	$26,777 (27)	$34,041 (12)	$16,181 (11)
3,000 and over	$51,236 (11)	$38,583 (12)	$42,450 (8)	$42,444 (9)	$74,666 (3)	$27,000 (3)
By sex:						
Female	$25,697 (45)	$14,557 (40)	$25,945 (22)	$17,263 (19)	$25,460 (23)	$12,109 (21)
Male	$38,635 (59)	$27,740 (66)	$37,452 (40)	$29,065 (46)	$42,022 (18)	$24,942 (19)
By years in the business:						
Up to 3 years	$25,864 (31)	$11,346 (30)	$27,821 (14)	$13,366 (15)	$24,252 (17)	$ 9,326 (15)
4-10	$29,380 (40)	$23,658 (41)	$27,578 (23)	$25,833 (24)	$31,817 (17)	$20,588 (17)
Over 10	$44,209 (33)	$31,508 (35)	$41,804 (25)	$32,480 (26)	$55,542 (7)	$29,787 (8)
By frequency:						
Weekly	$43,741 (17)	$18,031 (16)	$38,883 (12)	$16,681 (11)	$55,400 (5)	$21,000 (5)
Monthly	$30,342 (45)	$21,607 (51)	$26,866 (21)	$25,680 (25)	$33,383 (24)	$17,692 (26)
Other	$32,781 (37)	$25,300 (34)	$37,273 (26)	$30,653 (26)	$22,163 (11)	$ 7,900 (8)

Percentage whose companies have a ceiling on bonus/commission

(The number of respondents is in parentheses.)

	Ad sales director	Ad sales manager	Ad branch/ regional mgr.	Ad sales person
Total respondents	16.7% (132)	27.1% (59)	16.3% (135)	9.7% (113)
Business magazine respondents	10.0% (60)	19.0% (21)	3.2% (63)	5.8% (69)
Consumer magazine respondents	23.1% (65)	33.3% (36)	28.6% (70)	16.3% (43)
By sex:				
Female	11.1% (9)	16.7% (6)	0.0% (11)	14.3% (21)
Male	9.8% (51)	20.0% (15)	3.8% (52)	2.1% (48)
By ad revenue				
Under $5 million	6.9% (29)	9.1% (11)	9.1% (22)	6.7% (30)
$5 million and over	14.3% (28)	25.0% (8)	0.0% (31)	3.1% (32)

Percentage whose companies offer deferred compensation

(The number of respondents is in parentheses.)

	Ad sales director	Ad sales manager	Ad branch/ regional mgr.	Ad sales person
Total respondents	60.0% (140)	59.7% (62)	71.1% (135)	67.0% (115)
Business magazine respondents	81.3% (64)	68.2% (22)	68.3% (63)	68.6% (70)
Consumer magazine respondents	40.3% (67)	52.6% (38)	72.9 (70)	63.6% (44)
By sex:				
Female	80.0% (10)	71.4% (7)	63.6% (11)	54.5% (22)
Male	81.5% (54)	66.7% (15)	69.2% (52)	75.0% (48)
By ad revenue				
Under $5 million	80.0% (30)	50.0% (12)	54.5% (22)	61.3% (31)
$5 million and over	83.9% (31)	87.5% (8)	77.4% (31)	71.9% (32)

Methodology

Five hundred and eight of the 1,170 advertising sales professionals who received questionnaires responded to the survey. The response rate is 43.4 percent. Of the total responses received, 454 contained enough adequate information to be used for tabulation.

The survey was conducted in October and November last year, and thus reflects 1985 earnings.

Sixty-five percent of the professionals surveyed work for publications ranked in The Folio: 400. Note that in FOLIO:'s previous salary surveys, the percentage of personnel surveyed from The Folio:400 was considerably smaller.

In some cases, respondents did not give an exact bonus or commission figure, but gave an expected range. In these cases, the mean was used for tabulation. For example, if an ad sales professional indicated that his or her annual bonus/commission would be between $10,000 to $12,000, the mean of $11,000 was accepted as that respondent's expected bonus/commission for the year.

With each compensation chart in this survey, FOLIO: has included a job description that applies to the personnel in that category. These job descriptions were printed on our questionnaire. Respondents were asked to mark the description that most accurately listed their duties.

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Folio:

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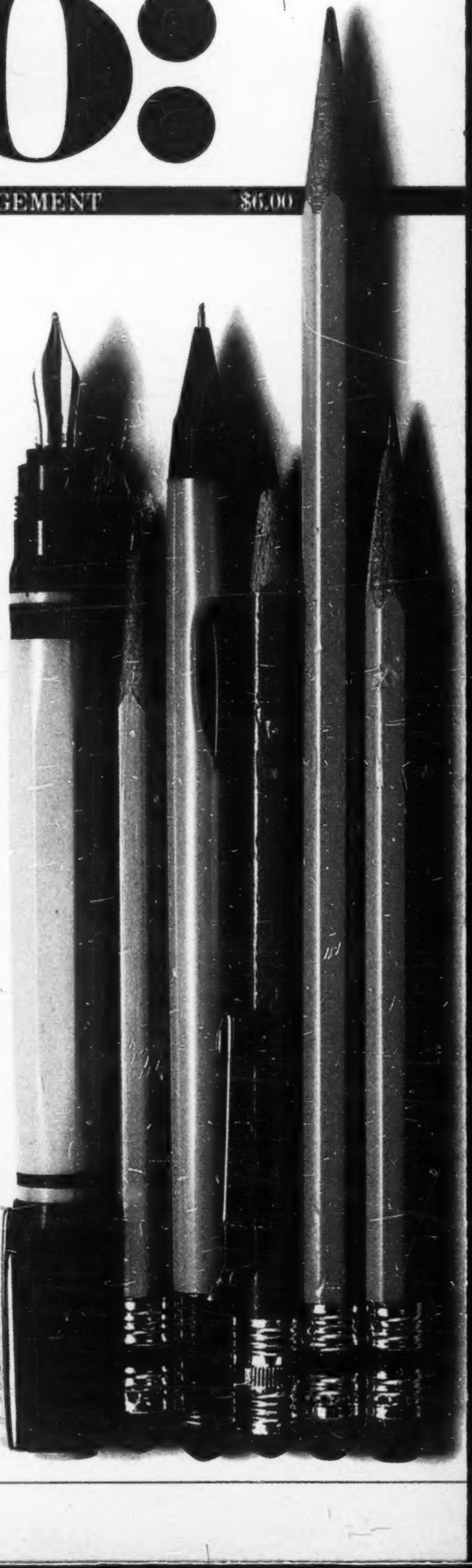
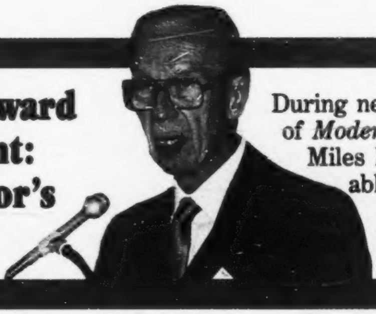


FOLIO:'s 1986 editorial salary survey

Editors' average salary: $52,240

Salaries and bonuses for editors by six titles, as well as for art directors, analyzed by region, business and consumer magazines, editorial pages, years of experience, and much more. See how salaries for editors on your magazine compare. **76**

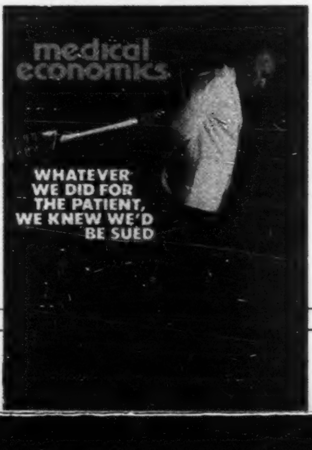
Crain Award recipient: An editor's editor



During nearly 30 years as editor of *Modern Materials Handling*, Miles Rowan and his remarkably cohesive staff helped push a reluctant industry forward. **49**

The truth about concept covers

They are difficult and risky, but done right, are the shortest editorial line between the writer and reader. **125**



Film inspections: Inexpensive insurance

Good printers will inspect the film and proofs that are shipped to you from agencies across the country. Inspection cost is low compared to the cost of a rerun. **130**

Subscription agencies: Using them wisely

There are over 150 subscription agencies in the United States. Depending on your needs, one of six different types can do the best selling job for you. **107**

May 1986

Data processing: Making the best decision 98

A dilemma facing every publisher today is how to meet his company's information processing needs. For most publishers, there are only two possible solutions.

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A new frontier in publications technology, computer graphics systems will forever change the way images are created.

Second half '85 ABC figures: A ray of hope for newsstand sales? 13

Although nearly two-thirds of ABC-audited titles showed single-copy sales declines, some of the biggest newsstand titles logged encouraging gains.

Moving to desk-top publishing 13

A growing number of smaller publishers say that lower type quality is a small price to pay for the cost and control advantages offered by personal publishing systems.

Selling controlled circulation 16

With a little effort, business magazine circulation managers can make a surprisingly large contribution to the advertising sales effort.

Magazine franchises: When they work; when they don't 36

Despite the potential for lack of control and the expenses involved in meeting disclosure requirements, a franchise system can prove lucrative for certain types of publications.

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UPDATE

Second half '85 ABC figures: A glimmer of hope for single-copy sales?

Several major titles had newsstand gains, but 74% of all magazines audited showed losses

Schaumburg, Ill.—Subscription growth continues for most magazines, and there may even be some cause for encouragement on the single-copy scene, a FOLIO: analysis of the Audit Bureau of Circulations Fas-Fax report for the second half of 1985 shows.

Nearly three-quarters (74.3 percent) of the 385 consumer magazines with single-copy sales reporting in time for Fas-Fax experienced declines in those sales as compared with second half 1984. This is a poorer overall performance than the first half of 1985, when 62 percent of magazines with single-copy circulation showed decreases, as compared with first half 1984.

However, last year's second half also brought newsstand sales gains for seven of the top 15 magazines in unit single-copy sales, and for three of the top 10. The top 15, ranked in decreasing order by unit single-copy sales for the second half, and their newsstand performances: *TV Guide* (–0.5 percent), *Family Circle* (–6.2 percent), *Woman's Day* (–4.9 percent), *National Enquirer* (+1.2 percent), *The Star* (+10.0 percent), *Cosmopolitan* (+6.9 percent), *Penthouse* (–18.3 percent), *Good Housekeeping* (–3.1 percent),

CONTINUED ON PAGE 23

Consumer magazines ranked by unit increase in single-copy sales*

Second half 1985

	Single copy circulation		
Magazine	**Second half '85**	**Unit increase†**	**% increase†**
1. *The Star*	3,370,798	306,656	10.01%
2. *Cosmopolitan*	2,714,878	175,220	6.90
3. *National Enquirer*	1,084,788	128,883	13.48
4. *Weekly World News*	1,018,747	113,584	12.55
5. *Reader's Digest*	961,014	79,514	9.02
6. *Ladies' Home Journal*	1,060,666	67,848	6.83
7. *Country Living*	521,899	67,032	14.74
8. *Glamour*	1,563,685	62,846	4.19
9. *National Enquirer*	4,107,870	47,158	1.16
10. *Teen*	327,388	45,682	16.22%

Source: David Foster & Associates, Inc., analysis of ABC Fas-Fax report, December 31, 1985

* Only magazines with Publisher's Statements in both time periods were considered

† As compared with same six-month period in 1984

***Way ahead of the pack** in unit single-copy sales gains,* The Star *may have helped itself in '85 by changing format, including switch from tabloid to* Life *size.*

Desk-top publishing offers low-cost option

Small publishers save time and money with personal computers and laser printers

Seattle—The staff at *Northwest Sailboard* consists of Pete Fotheringham, the publisher; Bill McGown, the art director; and Carol York, the part-time editor. With virtually no outside help other than contributing writers, the staff writes, edits, typesets and lays out the entire magazine in-house.

Illustrating the most basic form of the new and increasingly popular "desk-top" or "personal" publishing approach, *Northwest Sailboard* is one of a growing number of small magazines that produces camera-ready pages in-

CONTINUED FROM PAGE 18

Big circulation-gaining categories included business and health

People (-4.0 percent), *Playboy* (-4.9 percent), *The Globe* (-1.8 percent), *Glamour* (+4.2 percent), *Woman's World* (+0.1 percent), *National Examiner* (+13.5 percent), and *Ladies' Home Journal* (+6.8 percent).

Chicago-based single-copy consultant Harvey Wasserman notes that the single-copy picture is probably better overall than the ABC figures indicate, since they do not include sales of the many single-issue publications now being published by major consumer magazines.

But there is no foreseeable end to the downslide for men's titles such as *Penthouse* and *Playboy*, whose sales, predicts Wasserman, will continue to be eroded by the popularity of "adult" videocassettes and the effects of censorship. Declines were also suffered in the second half by *High Society* (-14.8 percent), *Genesis* (-13.2 percent) and *Gallery* (-7.0 percent), among others.

And, while single-copy sales may have picked up somewhat in the latter part of 1985, some, including CBS senior vice president, circulation Bob Alexander, have warned that any gains may be short-lived unless the industry strengthens its efforts to boost sales.

Total circulation up

Many magazines continued to bolster total circulation with subscriptions. Subscription gains were reported by 62.5 percent of the 403 consumer magazines with subscription circulation, and 60.3 percent of the total 418 magazines reporting showed overall circulation increases. In comparison, in 1985's first half, 66.9 percent of reporting magazines logged subscription gains, and 60.4 percent had overall circulation growth.

The magazine with the greatest percentage hike in overall circulation for the second half of last year was *Vanity Fair* (+50.5 percent). Other high percentage gainers were *Gourmet* (+49.1 percent), *Art & Antiques* (+48.1 percent) and *inCider* (+42.1 percent). *Gourmet*, *inCider*, *The Artist's Magazine* and *Milwaukee Magazine* managed to be among the top 10 publications in percentage circulation

A: He got beaten to the pulp.

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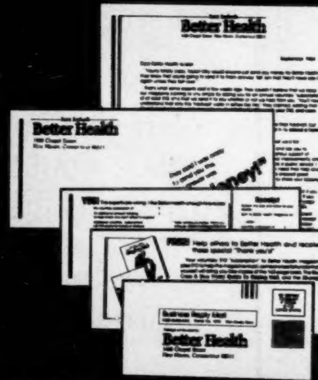

◄ **Circle no. 42 for more information**

gains for both the first and second halves of 1985.

Gourmet also led all magazines in total unit circulation gain, with a jump of 326,525 copies. It was followed closely by *The Star*, which changed its format from tabloid to *Life* size last year. Big losers in total circulation for the second half included *Penthouse*, which dropped by 598,506 in total circulation, *Woman's Day* (-323,653), *Family Circle* (-258,377), *Home Mechanix* (-249,372), *TV Guide* (-216,536) and *Reader's Digest* (-209,787).

Among the "Seven Sisters," only *Redbook* (+2.1 percent), and *Ladies' Home Journal* (+3.5 percent) had increases in overall circulation. On the other hand, several other major women's magazines posted at least modest gains: *Working Mother* and *Cosmopolitan* were each up by 7 percent and *Mademoiselle* was up by 2.1 percent. *New Woman* had a major increase of 20.2 percent.

The shelter magazines category had a mixed performance. *Better Homes and Gardens* was flat in total circulation, but *BH&G*'s *Country Home* jumped 23.7 percent. Meanwhile, *House & Garden* gained (+2.9 percent), but *House Beautiful* declined (-3.4 percent). *Architectural Digest* and *1,001 Home Ideas* were flat and *Metropolitan Home* slipped slightly (-0.7 percent), but *Country Living* rose 15.2 percent.

Among newsweeklies, *U.S. News & World Report* (+0.6 percent) and *Newsweek* (+1.5 percent) had total gains, but single-copy losses. *Time*'s picture was the reverse, with a 3.2 percent single-copy gain but a small overall circulation dip (-0.4 percent).

Strong categories

Business magazines fared well, in general. Overall gainers included *Financial World* (+15.0 percent), *Venture* (+11.6 percent), *Inc.* (+9.8 per-

Largest % gains, overall circulation

Second half 1985

Magazine	Total paid circulation	% gain*
1. *Vanity Fair*	399,792	50.54%
2. *Gourmet*	991,026	49.14
3. *Art & Antiques*	75,692	48.12
4. *inCider*	114,269	42.08
5. *Milwaukee Magazine*	43,647	37.51
6. *American Demographics*	12,696	36.31
7. *The Artist's Magazine*	165,601	35.84
8. *TV Picture Life*	104,513	28.30
9. *American Handgunner*	166,022	25.73
10. *Success*	372,097	25.07%

Source: David Foster & Associates, Inc., analysis of ABC Fas-Fax report for the six-month period ending December 31, 1985
*As compared with the same six-month period in 1984

Maintaining first half pace: *Four magazines included among the top 10, in terms of percentage gains in total circulation for the second half, were also among the top 10 in the first half. They are* Gourmet, Milwaukee Magazine, The Artist's Magazine *and* inCider.

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cent), *Business Week* (+0.7 percent), *Fortune* (+2.1 percent) and *Forbes* (+0.9 percent).

Food magazines comprised another strong category: In addition to *Gourmet*'s gains, *Food & Wine* was up 10.3 percent in total circulation.

Some computer magazines did quite well in total circulation: *Compute!* (+6.3 percent), *Family Computing* (+5.8 percent) and *Run* (+34.3 percent), for example. Single-copy sales, however, tended to be down in the category.

Several fitness magazines also showed circulation gains: *American Health* (+5.7 percent), *Health* (+0.8 percent), *Prevention* (+1.9 percent) and *Muscle & Fitness* (+8.6 percent). All of those magazines were also up in single-copy sales. *Runner's World*, however, incurred losses in both single-copy sales (−32 percent) and overall circulation (−14.6 percent).☐

Consumer magazines ranked by unit increase in total paid circulation

Second half 1985

	Total paid circulation		
Magazine	**Second half '85**	**Unit increase†**	**% increase†**
1. *Gourmet*	991,026	326,525	49.14%
2. *The Star*	3,539,512	325,784	10.14
3. *New Woman*	1,219,098	204,854	20.20
4. *Country Living*	1,520,381	200,558	15.20
5. *Rolling Stone*	1,058,027	197,036	22.88
6. *Cosmopolitan*	3,022,790	196,508	6.95
7. *Money*	1,691,463	185,499	12.32
8. *Ladies' Home Journal*	5,235,044	176,506	3.49
9. *National Geographic*	10,549,349	156,801	1.51
10. *Vanity Fair*	399,792	134,228	50.54%

Source: David Foster & Associates, Inc., analysis of ABC Fas-Fax report, December 31, 1985

† As compared with same six-month period in 1984

Best of both worlds: Vanity Fair *and* Gourmet *find themselves among the top 10 magazines in unit circulation gains, and among the top 10 publications in percentage circulation growth.*

Consumer magazines ranked by unit increase in subscription sales*

Second half 1985

	Subscription circulation		
Magazine	**Second half '85**	**Unit increase†**	**% increase†**
1. *Gourmet*	860,132	333,162	63.22%
2. *People Weekly*	1,226,853	203,053	19.83
3. *New Woman*	574,536	177,655	44.76
4. *Money*	1,398,412	172,187	14.04
5. *Rolling Stone*	745,435	165,876	28.62
6. *National Geographic*	10,469,927	158,466	1.54
7. *Family Circle*	406,095	151,581	59.56
8. *Country Living*	998,482	133,526	15.44
9. *Sports Illustrated*	2,643,024	118,590	4.70
10. *Ladies' Home Journal*	4,174,378	108,658	2.67%

Source: David Foster & Associates, Inc., analysis of ABC Fas-Fax report, December 31, 1985

* Only magazines with Publisher's Statements in both periods were included

† As compared with same six-month period in 1984

Women's magazines—New Woman, Family Circle *and* Ladies' Home Journal—*account for three of the top 10 spots for magazines with the greatest increases in subscription circulation.*

Smaller magazines: Think big when it comes to circulation

Whatever your size or goals, methods that work for the big guys can work for you, too

San Francisco—Publishers and circulation managers at small circulation magazines shouldn't let their size constrain them in terms of the methods they employ to build circulation, advised Fran Reilly, circulation director of *Mother Jones*, speaking at a meeting of the Small Magazine Publishers Group.

Reilly said that, in her experience, it's extremely important for a smaller magazine to try every avenue, rather than to dismiss some methods out of hand on the assumption that they're too sophisticated or expensive. "I think big, and so should you," she said.

Making the most of every profitable circulation source, and finding new ones, is particularly crucial at *Mother Jones*: The magazine's circulation (currently about 150,000) accounts for 80 percent of its revenue. It has faced a shrinking subscriber market in recent years, and its pricing flexibility is limited. (*See item in Magazine Watch, this issue, page* 53).

Given circulation's value to the magazine, it was decided 10 years ago to take a "serious and calculated" approach that included hiring a consultant and a copywriter, and making a "major investment" in testing, according to Reilly. "Today, our circulation department is as sophisticated as *Time*'s," she added.

Reilly's suggestions:

- Get a computer and learn to do modeling and source evaluation. A computer will pay for itself many times over, and quite quickly, she said, noting that it's always possible to rent one for a while if you'd rather test it out first. Likewise, she said, "It's an investment to buy a publishing model, but it's worth it. For something as simple as a profit/loss model, just go to another publisher and get it. You don't need to write your own software."

She stressed that source evaluation is an absolute must. "You should have a magalog format.

Both magazines have ads in the spring 1986 issue of *NM*, the magalog published by the Neiman-Marcus chain of specialty stores: *Elle* a four-color page with a subscription insert card; *Newsweek* a four-color spread. *Elle* was also in the quarterly magalog's fall issue last year.

Elle's ad "worked very well," according to Joseph Cece, subscription circulation director, Murdoch Magazines, who says that the ad's cost per net order was less than that of some lists used for direct mail purposes.

Elle also ran a gift subscription promotion ad in the *Bloomingdale's By Mail* catalog, but it was less successful than the *NM* effort, Cece notes, because it used an 800 number as a reply device rather than an insert card. It's also more difficult to sell a gift subscription than a regular subscription, he adds.

While Cece has run a similar ad in *New York Magazine* and *New Woman* (two other Murdoch Magazines), he sees *NM* as a "natural link" between *Elle* and the upscale, fashion-oriented consumers who shop at Neiman-Marcus. (The magalog is sent free to the chain's 900,000 credit card customers nationwide.) It makes sense to advertise in a catalog if the magazine and the catalog "line up editorially," he says.

CHARTER SUBSCRIPTION OFFER

***Good response was generated by an* Elle *subscription promotion run in the Neiman-Marcus magalog,* NM.**

Newsweek is using *NM*, along with 23 consumer magazines, as a vehicle for an "image" ad featuring the slogan "*Newsweek*: Why it happened. What it means." No direct response device is provided; rather, the ad describes the kind of coverage the magazine gives to a story.

The rate for a one-page, four-color ad in *NM* is $23,850. The magalog, launched four and a half years ago under the name *Imprint*, changed its name last fall. Started as a twice-yearly publication, it switched to a three-time frequency in 1985, and became quarterly this year.☐

Top U.S. magazines in annual foreign newsstand sales

Penthouse once again ranked first among U.S. magazines in overseas single-copy sales, with annual foreign receipts of $10,499,328, according to the latest Boart's Report of Overseas Sales of American magazines. The study was based on a June 1985 Audit Bureau of Circulations (ABC) report. The figures quoted are now based on the average single-copy reported sales for the period, rather than the single ABC reported issue.

Foreign single-copy sales for *Penthouse* were up $3,947,544, or 60.3 percent, from the total compiled in the previous report (based on a December 1984 ABC report). *Playboy*, ranked second in the most recent report, also showed gains in foreign single-copy sales with annual receipts of $5,568,780, a rise of $314,508 over the total reported earlier.

Business Week/World Wide returned to the latest top-10 list, after dropping out of the previous report's list. Meanwhile, *Playgirl*, by failing to release a circulation statement, fell out of the current list.

Boart's does not list foreign editions of U.S. magazines; and its figures do not include sales in Canada.

Rank	Total single-copy avg. 6 mos.*	% Foreign on issue reported**	Total foreign average 6 mos.†	Avg. annual foreign sales in $ (at cover price)††	Cover price	Annual freq.
1. *Penthouse*	2,976,000	8.4%	249,984	$10,499,328	$3.50	12
2. *Playboy*	1,559,887	8.5	132,590	5,568,780	3.50	12
3. *National Enquirer*	4,060,588	1.4	56,848	1,921,462	0.65	52
4. *National Geographic*	81,657	98.0	80,024	1,824,547	1.90	12
5. *Muscle & Fitness*	372,023	11.0	40,923	1,718,766	3.50	12
6. *Life*	708,839	7.5	53,163	1,594,890	2.50	12
7. *Gallery*	445,644	6.5	28,967	1,216,614	3.50	12
8. *Vogue*	768,251	3.8	29,194	1,050,984	3.00	12
9. *Business Week/ World Wide*	31,489	31.2	9,825	1,021,800	2.00	52
10. *Byte*	92,683	26.0%	24,098	$ 1,012,116	$3.50	12

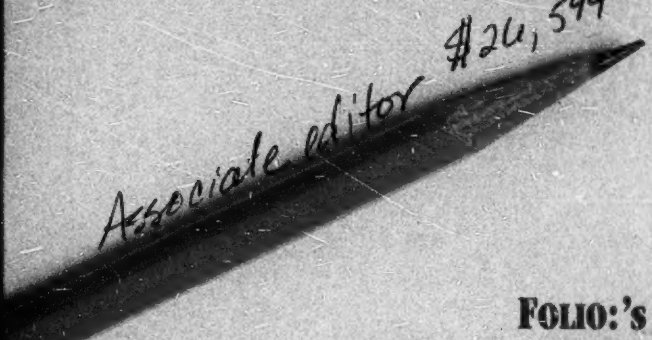
Source: Boart's International, Inc.

*Average single-copy sales for the six month period as reported on ABC statement

**Percentage of combined single-copy foreign, U.S. possessions and military sales to total single-copy sales for issue reported

†Total single-copy average, six months, multiplied by percentage of foreign on issue reported

††Total foreign average six months multiplied by cover price and annual frequency



Associate editor $24,594

FOLIO:'s editorial salary survey

Editors' average salary: $52,240

The lowdown on salaries for six titles as well as art directors, analyzed by region and much more

BY JEAN ANGELO
ASSOCIATE EDITOR

Many editors and art directors who responded to FOLIO:'s second annual salary survey stated that they were "overworked and underpaid." Some blamed the problem on heavy competition for editorial jobs. In the words of one editor, "If there were fewer people who hunger for my job, I would get paid more."

Others advise all publishing personnel to accept their careers as labors of love.

What is the truth about editorial salaries? FOLIO:'s survey unearths some interesting findings:

- Working on a top revenue producing magazine can mean more money for editorial management, editors, managing and senior editors, and art directors, but it seems to make no difference for those lower on the masthead.
- Male editors and art directors are earning about $10,000 more annually than females with the same titles.
- Top managers on consumer magazines are paid more than their business counterparts, but editors are earning virtually the same on both types of magazines.

Editorial management

The average annual salary for someone holding the editor and publisher title, editor in chief, editorial director or other top managerial title is $71,341. In this group, 63 percent of the respondents work on magazines listed in The Folio:400. The average salary for someone on a Folio:400 title is $84,101, considerably higher than the $49,112 average salary going to editorial management on magazines outside The Folio:400.

Top editorial managers on consumer magazines are earning more than their counterparts on business titles. Those on consumer magazines earn $83,158, compared to those on business titles who earn 72.5 percent of that, or $60,329.

The highest salary by region goes to editorial management in the Northeast. The average is $84,826. Managers in the other regions earn approximately 64 percent of the Northeast manager's salary, or $52,000 to $54,000.

The responsibility of managing larger staffs does have its financial rewards, according to our respondents. Those who manage editorial staffs of 11 to 20 employees earn more than twice as much, or $87,314, as those with staffs of five or less.

Those chief editors supervising design staffs of two to five people are earning 40 percent more than chief editors with one art director under their supervision. Those in the former group get $78,130 annually, compared to the latter group's $46,562.

Consumer monthlies pay better

than business monthlies, according to our respondents. Top management's consumer magazine average is $88,000, compared to $57,480 going to those who work on business titles.

Editor

The average salary for a magazine editor is $52,240, or 73 percent of what the editorial manager is earning. Sixty percent of the respondents in this group work for magazines listed in The Folio:400. The average salary for an editor on a Folio:400 publication is $63,107, almost twice as much as the average salary paid to editors who do not work on magazines in The Folio:400.

There is little disparity between consumer and business magazine salaries. Editors on business magazines are earning $53,198, only $2,000 more than their consumer magazine peers, according to our results.

The Northeast is once again the highest paying region, with the average being $60,385.

Men are earning considerably more than women in this personnel group. The average salary for a male editor is $56,384; for a female, $43,006.

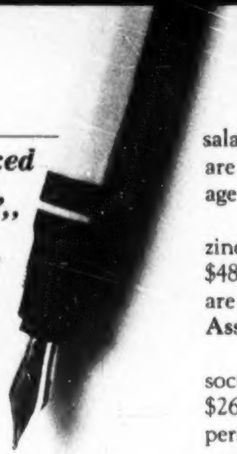
Managing editor

The average salary for this group is $39,088, or 75 percent of the editor's average salary. As with editors, there is almost no difference in average salaries for consumer and business magazines. Managing editors on consumer magazines are earning $40,500, only slightly more than the same editor on a business title.

Sixty-seven percent of the managing editors in our survey work for Folio:400 publications. Their annual salary averages out to be $44,648. Those who are not on a Folio:400 magazine earn an average of $27,410.

> ***"I'm overworked and underpaid, but who isn't?"***
>
> Editorial manager in the West with close to 20 years of experience, earning $30,000.

[redacted]



The managing editors whose magazines run 1,000 or more pages per year earn approximately $8,000 more than those whose magazines run 999 pages or less. Those on the magazines that run more pages earn an annual average of $46,008.

Males in this personnel group earn quite a bit more than their female counterparts. The 37 male managing editors in our survey report an annual average of $42,740. The 25 females are earning $33,682.

Senior editor

The average salary for this group is $43,536, slightly more than the average for managing editors. A very high percentage, 87 percent, of the respondents in this category work for Folio:400 magazines, which may explain the high overall average.

Those on Folio:400 magazines report an average salary of $46,125. The salaries of the five senior editors who are not on Folio:400 magazines average out to be $24,900.

Senior editors on business magazines earn an average annual salary of $48,120. Those on consumer magazines are earning less: $36,375.

Associate editor

The average salary for the 27 associate editors in this year's survey is $26,594. Seventy-four percent of the personnel in this category work for magazines listed in The Folio:400. Their annual average is $28,162. The annual average salary for the seven associate editors in the survey who do not work for Folio:400 magazines is $22,114.

The business and consumer magazine salaries are nearly identical: Those on business titles are getting $26,930; consumer titles pay $25,922.

Copy editor

The average annual salary for this group is $23,549, which is close to 90 percent of the associate editor's average. Copy editors on consumer magazines have a very slight edge over their business magazine peers: Consumer magazines pay an average of $24,332; business magazines, $22,450.

Does working on a title listed in The Folio:400 make a difference for copy editors? Apparently not, according to our respondents. In this group, a large majority, 86 percent, work on Folio:400 magazines. They are earning $24,032 annually, which is not much more than the $20,380 being paid to copy editors who are not working on Folio:400 publications.

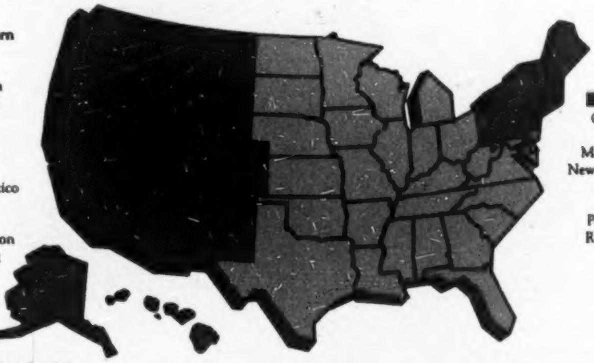
Art director

The art director's average salary is $42,236, which is 8 percent higher than the average salary paid to a managing editor. For this group, working on a consumer magazine means higher earnings. Art directors on consumer magazines are earning an average of $46,442, compared to the $38,331 going to those who design business magazines.

The 68.8 percent of the respondents in this category who work on magazines listed in The Folio:400 are most certainly getting higher salaries than those outside of The 400. The salaries are $45,117 and $35,868, respectively.

The Northeast wins again as the highest paying region. Art directors in the Northeast are earning $47,242 annually, which is $10,000 more than the average salary for art directors in the

The regions have been divided as follows:



■ **Western**
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■ **Northeast**
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Georgia
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Ohio
Oklahoma
South Carolina
South Dakota
Tennessee
Texas
Virginia
Washington, D.C.
West Virginia
Wisconsin

Southern Central states.

Males are earning $10,000 more in annual salary than their female counterparts. Males earn an average salary of $45,983, compared to $35,825 for females.

Deferred compensation

The majority of personnel in all categories said that they do have the option to participate in a deferred compensation (pension or profit sharing) plan. Close to 73 percent of editorial managers, editors, copy editors and art directors report that they have the option. For managing associate and senior editors, the percentage is higher—about 78 percent.

The highest average annual bonus is being paid to editorial managers. It is $13,150. The lowest average, $672, is going to copy editors.

Editors are getting an average bonus of $7,353; art directors, $3,872.

Using the numbers

It is important to use the salary information in this survey cautiously. In many instances, there were not enough respondents in certain cells to reach conclusions. For this reason, FOLIO: is publishing the number of respondents in each cell (these numbers are shown in parentheses).

The survey is also limited to comparing one variable at a time. For example, editorial managers in the Northeast are earning higher salaries than managers in other regions, but are managers in the Northeast working on larger circulation magazines? Are the managers in the Northeast the ones with more experience? FOLIO: cannot answer these questions.

Messages to management

Aside from the many comments FOLIO: received about compensation were some insightful comments on how to manage editorial staffs.

"There should be more financial incentives tied to specific targeted goals," suggests one editorial manager.

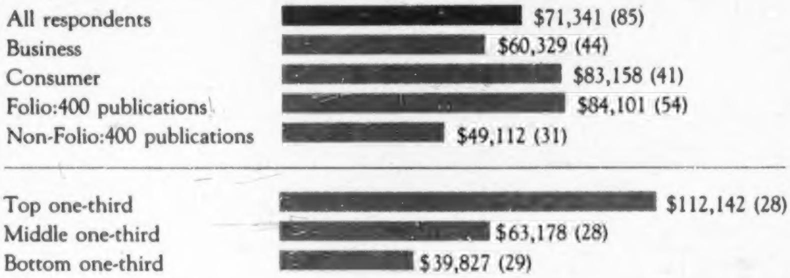
"Most editors are forced to spend too much time performing clerical chores. Don't publishers know that it's cheaper to hire a $15,000 secretary for this position?"

Still another senior editor summarized the frustration felt about career advancement: "At small magazines with limited staffs and already-achieved circulation potential, there is virtually no room for career growth. This is by far the most serious and widespread problem in magazine-land."☐

Editorial management

Editorial management (editor and publisher, editor in chief, editorial director): Sets editorial policy. May hold other titles; may be in charge of other products and other departments in addition to editorial. The editor reports to this individual.

Average salaries (The number of respondents is in parentheses.)



	Average	Average business	Average consumer
By region:			
Northeast	$84,826 (49)	$67,886 (22)	$98,629 (27)
South Atlantic/Central	52,341 (22)	53,867 (15)	49,071 (7)
Western	54,000 (14)	50,428 (7)	57,571 (7)
By average editorial pages produced annually:			
To 499	$52,264 (17)	$46,200 (10)	$60,928 (7)
500-999	73,014 (35)	55,781 (16)	87,526 (19)
1,000-1,499	72,588 (17)	67,888 (9)	77,875 (8)
1,500 and over	88,272 (11)	78,428 (7)	105,500 (4)
By no. of editorial employees supervised:			
Up to five	$42,825 (23)	$43,318 (11)	$42,375 (12)
6-10	59,166 (21)	56,321 (14)	64,857 (7)
11-20	87,314 (27)	72,321 (14)	103,461 (13)
Over 20	105,642 (14)	75,400 (5)	122,444 (9)
By no. of design/art employees supervised:			
Up to one	$46,562 (24)	$43,833 (15)	$51,110 (9)
2-5	78,130 (50)	72,192 (26)	84,562 (24)
Over 5	117,143 (7)	-- (0)	117,143 (7)
By frequency:†			
Weekly	$68,400 (5)	$72,333 (3)	$62,500 (2)
Monthly	73,039 (51)	57,480 (25)	88,000 (26)
Other	68,862 (29)	62,531 (16)	76,654 (13)
By circulation:†			
To 49,999	$50,500 (17)	$50,566 (16)	$100,000 (1)
50,000-99,999	62,307 (26)	65,684 (19)	53,142 (7)
100,000-499,999	78,965 (29)	72,000 (9)	82,100 (20)
500,000 and over	99,653 (13)	-- (0)	99,653 (13)
By sex:			
Female	$67,775 (20)	$49,125 (8)	$80,208 (12)
Male	72,679 (64)	62,819 (36)	85,357 (28)
By years in business:			
Up to 10	$47,138 (18)	$44,222 (9)	$50,055 (9)
11-15	60,875 (20)	58,687 (8)	62,333 (12)
16-25	74,583 (24)	64,866 (15)	90,777 (9)
Over 25	96,000 (23)	67,833 (12)	126,727 (11)
Responsible for:			
One magazine	$71,453 (43)	$62,666 (21)	$79,840 (22)
More than one magazine	71,226 (42)	58,195 (23)	87,000 (19)

†Refers to the magazine with the largest circulation on which respondent works.

"I love my job. I would pay them to let me work here, but don't tell them that."

Editor in the Midwest working on a business magazine earning $38,000.

"At times I feel like a household product. What am I responsible for? ALL. What do I have to do to get things done? SHOUT. What does management do when I ask for a larger budget? VANISH."

Editor in the South earning $27,500.

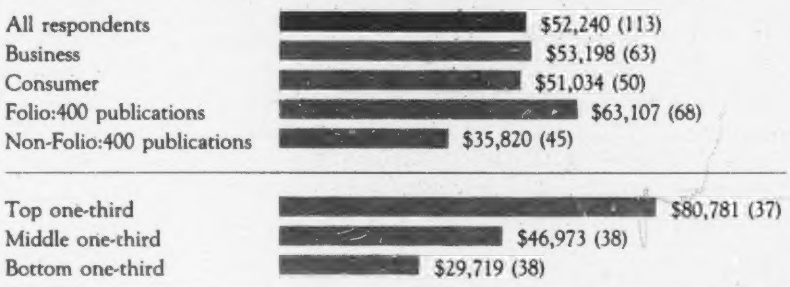
"Although circulation is not my responsibility, I have been able to influence the publisher to upgrade circulation and promotion too. I check all promotion prior to publication to make sure it does not misrepresent editorial policy and objectives."

Editor in the Northeast with 30 years of experience, earning $100,000.

Editor

Editor: Responsible for editorial direction and editorial content, including art and text and cover of the magazine.

Average salaries (The number of respondents is in parentheses.)



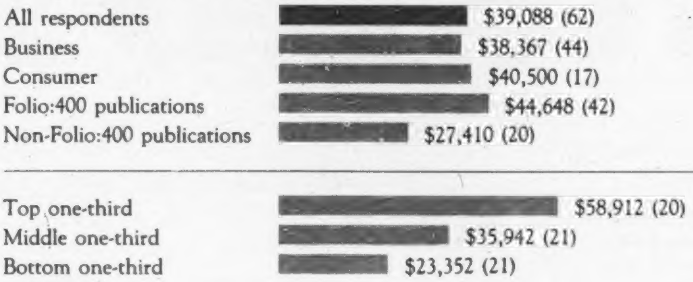
	Average	Average business	Average consumer
By region:			
Northeast	$60,385 (48)	$56,629 (27)	$65,214 (21)
South Atlantic/Central	47,041 (54)	50,469 (33)	41,653 (21)
Western	38,550 (10)	39,000 (2)	38,437 (8)
By average editorial pages produced annually:			
To 499	$35,804 (23)	$38,375 (12)	$33,000 (11)
500-999	54,508 (45)	50,642 (21)	57,891 (24)
1,000-1,499	55,548 (17)	55,000 (12)	56,866 (5)
1,500 and over	62,673 (23)	70,250 (14)	50,888 (9)
By no. of editorial employees supervised:			
Zero or one	$30,611 (17)	$30,500 (7)	$30,690 (10)
2-5	41,704 (47)	45,003 (29)	36,388 (18)
6-10	56,911 (17)	56,600 (10)	57,357 (7)
11-20	65,938 (19)	60,833 (9)	70,533 (10)
Over 20	95,116 (12)	89,925 (8)	105,500 (4)
By no. of design/art employees supervised:			
None	$39,758 (31)	$46,222 (18)	$30,807 (13)
One	49,714 (34)	54,278 (23)	40,172 (11)
More than one	63,304 (44)	58,478 (19)	66,972 (25)
By frequency:†			
Weekly	$54,215 (15)	$63,900 (10)	$34,846 (5)
Monthly	53,968 (64)	50,151 (33)	58,032 (31)
Other	48,117 (34)	52,874 (20)	41,321 (14)
By circulation:†			
To 19,999	$35,250 (14)	$36,958 (12)	$25,000 (2)
20,000-49,999	47,000 (18)	53,041 (12)	34,916 (6)
50,000-99,999	51,926 (28)	56,861 (21)	37,118 (7)
100,000-499,999	57,523 (34)	58,025 (16)	57,077 (18)
500,000 and over	60,736 (19)	74,500 (2)	59,117 (17)
By sex:			
Female	$43,006 (35)	$43,321 (14)	$42,796 (21)
Male	56,384 (78)	56,020 (49)	57,000 (29)
By years in business:			
Up to 10	$39,242 (43)	$38,236 (19)	$40,037 (24)
11-15	57,284 (25)	55,725 (16)	60,055 (9)
16-25	63,797 (31)	57,845 (20)	74,621 (11)
Over 25	59,692 (13)	72,062 (8)	39,900 (5)
Responsible for:			
One	$52,381 (99)	$52,377 (53)	$52,385 (46)
More than one	51,250 (14)	57,550 (10)	35,500 (4)

†Refers to the magazine with the largest circulation on which respondent works.

Managing editor

Managing editor: Coordinates editorial, art and production departments to ensure that the magazine is put out on time and in an acceptable form. Oversees the copy editing and proofreading staff to make sure the magazine is factual and grammatically correct.

Average salaries (The number of respondents is in parentheses.)



	Average	Average business	Average consumer
By region:			
Northeast	$41,105 (29)	$40,654 (21)	$41,642 (7)
South Atlantic/ Central/Western	37,315 (33)	36,278 (23)	39,701 (10)
By average editorial pages produced annually:			
To 999	$34,083 (33)	$33,880 (23)	$33,189 (9)
1,000 and over	46,008 (25)	43,355 (18)	52,828 (7)
By no. of editorial employees supervised:			
Zero or one	$21,545 (6)	$20,650 (10)	$30,500 (1)
2-5	35,876 (26)	39,088 (17)	27,687 (8)
6-10	42,822 (16)	43,059 (11)	42,301 (5)
Over 10	63,167 (9)	57,250 (6)	75,000 (3)
By number of design/art employees supervised:			
None	$32,843 (23)	$33,233 (21)	$28,750 (2)
One	39,590 (11)	41,250 (10)	23,000 (1)
More than 2	44,019 (28)	44,442 (13)	43,429 (14)
By frequency:†			
Weekly	$38,662 (8)	$37,500 (7)	-- (0)
Monthly	38,574 (37)	35,875 (22)	42,533 (15)
Other	40,405 (17)	42,426 (15)	25,250 (2)
By circulation:†			
To 49,999	$32,312 (16)	$32,428 (14)	$31,500 (2)
50,000-99,999	37,850 (20)	39,694 (18)	21,250 (2)
100,000-499,999	39,997 (18)	43,304 (12)	30,701 (5)
500,000 and over	53,687 (8)	-- (0)	53,687 (8)
By sex:			
Female	$33,682 (25)	$32,367 (17)	$35,000 (7)
Male	42,740 (37)	42,144 (27)	44,350 (10)
By years in business:			
Up to 10	$31,392 (27)	$30,994 (19)	$32,338 (8)
11-15	38,255 (19)	36,160 (14)	43,450 (4)
Over 15	53,063 (16)	53,908 (11)	51,202 (5)
Responsible for:			
One	$41,880 (49)	$40,675 (35)	$44,746 (13)
More than one	28,562 (13)	29,388 (9)	26,702 (4)

†Refers to the magazine with the largest circulation on which respondent works.

"I do lots of work and decision making for little pay and little credit."

Managing editor in the Northeast with eight years of experience, earning a salary in the mid-forties.

"Not only am I the managing editor for the company, but on two of the magazines, I am the electronics editor. On two others, I'm the feature editor, and I'm expected to contribute at least two stories per issue on two others. Total crosspollination. If it weren't for my freelance work, and the heavy dose of freebies—I'd quit."

Managing editor in the West with 22 years of experience, earning a salary in the high twenties.

> ***"The publisher's policy is to hire young, inexperienced people at low salaries."***

Editor in the South supervising a staff of two, earning a salary in the mid-teens.

> ***"My salary is neither exorbitant nor pitiful, but I can tell you that it took me a long time to work up to it. And I know that there are hundreds of editors who have it much worse than me."***

Senior editor in the Northeast with seven years of experience, earning $30,000.

> ***"I have on five occasions been paid less than male predecessors, peers or replacements in jobs where I was praised as 'The star,' or 'The best ever.' "***

Woman editor in the Northeast with close to 25 years of experience, earning a salary in the mid-eighties.

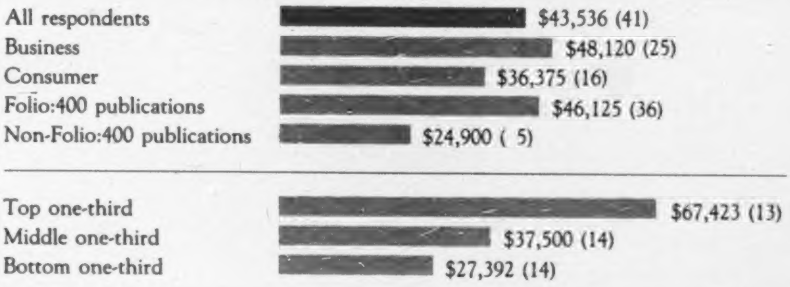
> ***"I am one of several magazine editors in a business publishing company. My peers are all about my same age, and have my same amount of experience. They are also all male. They all make more than I do."***

Woman editor in the Midwest with 10 years of experience, earning $35,000.

Senior editor

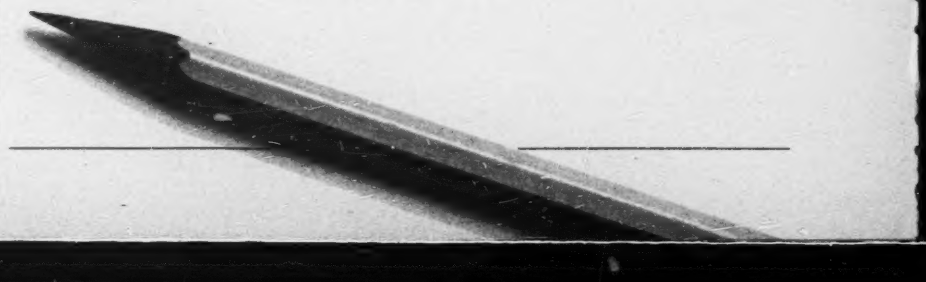
Senior editor: Heads editorial feature department. Plans and writes features in specialty areas. Responsible for all editorial work in that subject area. May oversee associate editors, freelance writers and designers.

Average salaries (The number of respondents is in parentheses.)



	Average	Average business	Average consumer
By region:			
Northeast	$44,388 (27)	$49,166 (15)	$38,416 (12)
South Atlantic/ Central/Western	41,892 (14)	46,550 (10)	30,250 (4)
By average editorial pages produced annually:			
To 999	$38,478 (23)	$42,392 (14)	$32,388 (9)
1,000 and over	50,286 (14)	55,187 (8)	43,750 (6)
By no. of editorial employees supervised:			
None	$37,710 (19)	$40,875 (12)	$32,285 (7)
1-5	37,656 (16)	40,722 (9)	33,714 (7)
Over 5	77,667 (6)	86,500 (4)	60,000 (2)
By number of design/art employees supervised:			
None	$43,542 (35)	$47,666 (21)	$37,357 (14)
One or more	43,500 (6)	50,500 (4)	29,500 (2)
By frequency:†			
Weekly	$80,500 (4)	$95,333 (3)	$36,000 (1)
Monthly	41,604 (24)	44,250 (12)	38,958 (12)
Other	35,730 (13)	38,600 (10)	26,167 (3)
By circulation:†			
To 49,999	$36,000 (4)	$40,666 (3)	$22,000 (1)
50,000 and over	44,351 (37)	49,136 (22)	37,333 (15)
By sex:			
Female	$34,775 (20)	$34,900 (10)	$34,650 (10)
Male	51,880 (21)	56,933 (15)	39,250 (6)
By years in business:			
Up to 3	$31,100 (5)	$39,666 (3)	$18,250 (2)
4-10	37,657 (19)	41,750 (10)	33,111 (9)
Over 10	53,764 (17)	55,541 (12)	49,500 (5)
Responsible for:			
One	$44,736 (36)	$48,409 (22)	$38,964 (14)
More than one	34,900 (5)	46,000 (3)	18,250 (2)

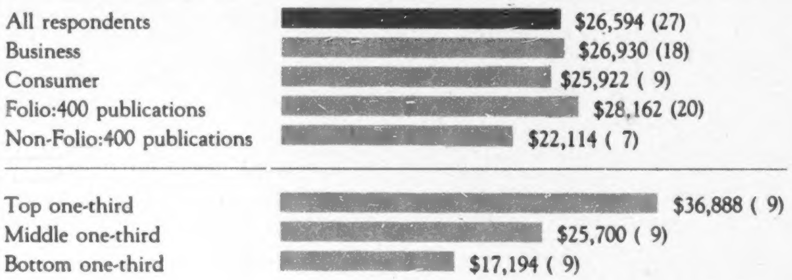
†Refers to the magazine with the largest circulation on which respondent works.



Associate editor

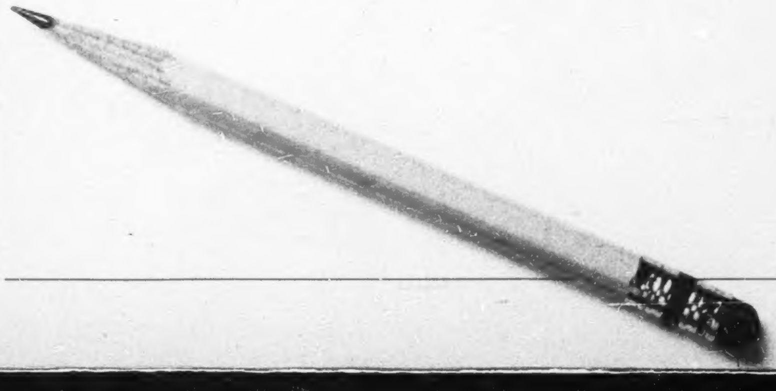
Associate editor: The next level under the senior editor. Researches editorials and sometimes is responsible for organizing photography shoots. Keeps abreast of trends and news in a specialty area, attends trade shows, press conferences.

Average salaries (The number of respondents is in parentheses.)



	Average	Average business	Average consumer
By region:			
Northeast	$27,666 (12)	$26,571 (7)	$29,200 (5)
South Atlantic/ Central/Western	25,737 (15)	27,159 (11)	21,825 (4)
By average editorial pages produced annually:			
To 999	$24,110 (14)	$22,374 (6)	$25,412 (8)
1,000 and over	30,100 (5)	30,100 (5)	-- (0)
By no. of editorial employees supervised:			
None	$26,443 (22)	$26,750 (17)	$25,400 (5)
One or more	27,260 (5)	30,000 (1)	26,575 (4)
By frequency:†			
Weekly	$18,000 (1)	$18,000 (1)	-- (0)
Monthly	26,226 (21)	25,553 (14)	27,571 (7)
Other	29,860 (5)	36,333 (3)	20,150 (2)
By circulation:†			
To 49,999	$18,666 (3)	$19,500 (2)	$17,000 (1)
50,000 and over	27,585 (24)	27,859 (16)	27,037 (8)
By sex:			
Female	$23,103 (15)	$23,125 (10)	$23,060 (5)
Male	30,958 (12)	31,687 (8)	29,500 (4)
By years in business:			
Up to 3	$21,557 (13)	$22,916 (9)	$18,500 (4)
4-10	30,480 (10)	29,250 (6)	32,325 (4)
Over 10	33,250 (4)	34,333 (3)	30,000 (1)
Responsible for:			
One	$27,147 (24)	$27,203 (16)	$27,037 (8)
More than one	22,166 (3)	24,750 (2)	17,000 (1)

†Refers to the magazine with the largest circulation on which respondent works.



"The size of our organization is very small. Hence, I am severely underpaid."

Associate editor in the West earning $16,000.

"The compensation is inadequate. I have acquired many duties not generally associated with this job, i.e., personnel and public relations."

Associate editor in the Northeast, with 17 years of experience, earning $30,000.

"I handle all copy editing duties for the magazine and edit most of the departments and several major feature articles and special sections several times a year. I also write articles and entries for awards and am the magazine's rights and permissions editor. In light of the fact that this magazine gets the work of at least three people out of me, I feel that I am grossly underpaid."

Associate editor in the Northeast earning $20,000.

C3935-1

Folio:

JUNE 1986 THE MAGAZINE FOR MAGAZINE MANAGEMENT $6.00

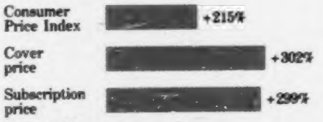
In-house stripping saves publisher $50,000 annually

With its printer's cooperation, Down East Enterprises produces its own plate-ready flats. **44**

Magazines ranked top corporate image vehicle

MPA survey reveals how advertisers, agencies rank various media in terms of their ability to accomplish major advertising objectives. Magazines shine in several areas. **17**

Average circulation price increases 1967-84



Source: ABC

Single-copy 'myths' debunked

Attempts to blame the single-copy sales erosion on subscription discounting are misguided, asserts Time Magazine Group president. Cover and subscription prices have risen almost equally. **17**

Small-magazine publishers roundtable

Magazines with small staffs and small circulations have special problems and opportunities. Ten savvy publishers exchange ideas at this special FOLIO: event. **102**

Alternate single-copy distribution

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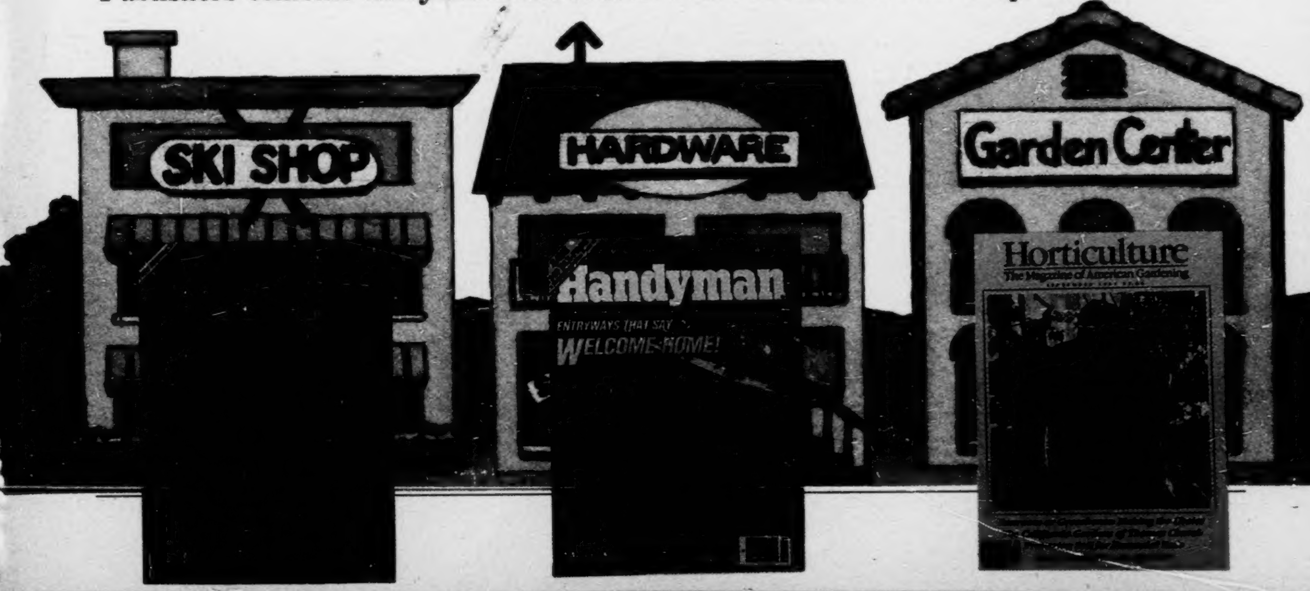
SKI SHOP
HARDWARE
Handyman
ENTRYWAYS THAT SAY
WELCOME HOME!
Garden Center
Horticulture
The Magazine of American Gardening

June 1986

Gearing up for gift subscriptions 94

Start planning now to take advantage of this simple, cost-effective, sure-fire subscription promotion. This article will point the way.

Production manager's art: Quality control 114

The production manager must consider time and cost and still achieve the highest possible level of quality.

-5'

Restless junior editors seen as a growing problem 21

Some senior editors say it's increasingly difficult to keep and develop fledgling editors. The new breed seems to be easily burned out and not easily satisfied in terms of salary and advancement, they contend.

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Misunderstood, misused and abused, merchandising is potentially one of the most powerful strategic weapons in the magazine sales arsenal.

'End postal subsidies' 150

A strong case for eliminating all third class postal subsidies is made by James Mulholland Jr., president of Hayden Publishing, before the Postal Rate Commission.

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UPDATE

Single-copy 'myths' debunked

Common, convenient explanations of the newsstand problem don't fly, New York Times magazine chief asserts

■ *North Hollywood, Fla.*—Certain widely held beliefs about the fall-off in single-copy sales are unsupported by the facts, William Kerr, president of The New York Times Magazine Group, maintained in a candid speech at a recent wholesalers' convention.

The publishing executive emphasized that discarding what he maintains are erroneous ideas is prerequisite for coming up with real solutions to the sales slump.

Despite all the attention focused on the problem lately, the decline in sales is not a new phenomenon, Kerr reminded distributors and publishers attending the Atlantic Coast Independent Distributors Association meeting here. Newsstand sales as a percent of total circulation have been steadily declining for the past 25 years, he pointed out. Single-copy sales' share of total circulation has dropped 18 percentage points since 1950, with 10 of those points lost in the last decade. The same pattern holds for major check-out titles: Unit sales of the 20 leading front-end magazines fell from 1.6 billion copies for all of 1980 to 1.4 billion in 1985, according to Audit Bureau of Circulations data.

Considering that the decline is a long-term trend, not a short-term aberration, Kerr went on to refute many of the theories that have been tossed

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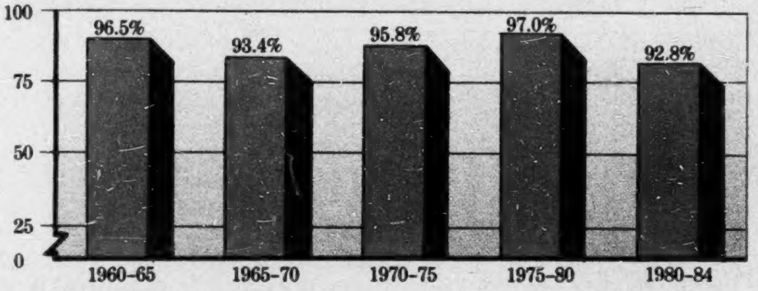


Discounting relatively constant

Average subscription price as percent of cover price

Source: Audit Bureau of Circulations

***Rampant subscription discounting**, a common explanation for the single-copy sales decline, is a myth. Sub prices averaged 96.5 percent of cover prices from 1960 to 1965 and have remained fairly stable, dropping only somewhat since 1980, to 92.8 percent of cover price.*

Magazines rated best vehicle for building corporate image

Advertisers rank each medium on ability to fulfill objectives, execute strategies

■ *New York City*—Compared to other media, magazines are the best advertising vehicles for building corporate image, marketers and ad agencies believe. But magazines stand second to television in accomplishing other common advertising objectives.

According to results of a Magazine Publishers Association survey of 222 ad agencies and advertisers, magazines are viewed as superior to television, newspapers and radio for executing a variety of advertising strategies and tactics, as opposed to accomplishing objectives. They far outranked television, for instance, in their ability to help marketers communicate detailed or sensitive information; reach special interest and upscale targets; and achieve maximum believability for brand claims. They are also believed to be very effective in building brand image/prestige; increasing package identification; and emphasizing the style or beauty of a product.

Television received the highest

marks from respondents on its ability to generate widespread demand and to demonstrate a product or service. The respondents said that in selecting a medium to carry out strategies and tactics, it was most important to them that the medium be able to build brand image/prestige—an attribute on which magazines and television were rated almost equally as high.

Asked to rate the importance of various considerations in choosing an advertising medium overall, the respondents said that the audience sought, the type of product being advertised and the editorial or program environment were most important. Last on the list of considerations was whether or not the medium is willing to negotiate rates, and the ease of ad placement under deadline constraints. These factors, however, were still considered somewhat important.

The tools regarded as most useful in selecting media, according to the survey, are the Nielsen ratings, studies done by the ad agency, Simmons Market Research Bureau data and ABC Publisher's Statements. The decision maker most involved in selecting media at agencies is the media director; at the client company it is the vice president of advertising.☐

Agencies, advertisers rate media on ability to achieve advertising objectives

Mean average scores
(0=no ability; 7=excellent ability)

Objective	Magazines	Newspapers	Radio	TV
Build a corporate image	6.25	3.75	3.34	5.70
Introduce new product/brand	4.95	4.39	4.02	6.68
Build share for existing brand	4.96	4.07	4.55	6.26
Reverse declining brand share	4.35	3.72	4.15	6.10
Reposition existing brand	5.16	3.60	3.96	6.02
Promote brand extensions	5.12	4.16	4.04	5.87

Source: Magazine Publishers Association

In addition to their corporate image enhancing power, magazines are perceived as being a better than average vehicle for repositioning an existing brand and promoting brand extensions, according to the MPA survey of 222 ad agency and advertiser executives.

Salespeople shouldn't agree to make goods

Training them to refer problems to production works for Technical

Few make goods have been necessary since Technical Publishing began instructing salespeople to let production handle ad reproduction complaints, notes production executive Dollie Viebig.

New York City—When it comes to complaints about ad reproduction, the customer *isn't* always right. Salespeople who agree too readily with disgruntled clients can end up costing a publisher unwarranted make goods.

To avoid such problems, ad salespeople at Technical Publishing Company are instructed in how to deal with advertising client complaints, according to Dollie Viebig, production director for the company's New York region. The salespeople, she explains, are told never to agree to a make good themselves, but to listen to a client's problem and report it to production department personnel—who in turn investigate and determine whether or not a make good is warranted.

Since the policy was instituted, she reports, the publisher has had to do very few make goods.

When Technical switched to a lighter, less expensive paper a while back, the company started receiving complaints from some agencies about ad reproduction, Viebig says. Agencies that were running the same ad in one of Technical's magazines and in another publisher's consumer magazine sometimes complained that the ad didn't look as good in the Technical publication, she says.

In reality, the difference in the ad's appearance was not necessarily because of a printing problem with the Technical publication, but simply resulted from the difference in the stocks used by the two magazines, she explains. Moreover, what was considered poor reproduction by the client was sometimes limited to only a few copies in the press run.

Helping during sales

Too often, however, a salesperson would immediately agree with a client when confronted with a complaint, she says. That salesperson is then put in an awkward position with the agency when a production manager who is better able to judge the situation has to rule that a make good is unjustified after the salesperson has said it is, and the production department catches flak from the salesperson, Viebig points out.

In addition to instructing salespeople to refer complaints to production, Technical now also advises them to explain to clients how different types of paper will affect the reproduction of an ad, and to put this in the context of benefits such as a publication's particularly complementary editorial environment and availability of good ad positions.☐

CONTINUED FROM PAGE 17

"Advertisers perceive no added value in single copy"

about recently to explain the drop. "We must recognize that some commonly held perceptions which attempt to explain away the slippage in single copy may not be valid," Kerr said. "Selective vision and self-deception are two luxuries which few of us can afford, particularly in today's market."

Myth of rampant discounting

Attempting to blame the problem on rampant subscription discounting "just doesn't fly" when the facts are examined, the publishing executive asserted. While the growth of subscription-generated circulation has outpaced that of newsstand circulation, an examination of pricing trends over the past 20 years shows that prices have grown at nearly the same pace for the two circulation sources. The aggregate level of subscription discounting in the last 25 years has remained fairly constant over time, Kerr continued, though he acknowledged that, in certain magazine categories, discounting has become "absurd."

Another common gripe from single-copy distributors is that publishers are irrationally abandoning the profitable newsstand business for the unprofitable subscription business. Here again the data show that publishers are behaving with justification, Kerr contended. Data drawn from the annual financial survey conducted for the Magazine Publishers Association reveal that, over the past 15 years, subscription sales' contribution to profit as a percentage of subscription revenue has increased 10 percentage points. The contribution from single-copy sales, on the other hand, has declined by 22 percentage points, even without factoring in the cost of returns. The analysis suggests that publishers are not "moving in an irrational economic direction as they move in the subscription direction," Kerr remarked.

A third common argument on behalf of single-copy circulation is that single-copy buyers are worth more to advertisers and therefore ought to be able to command a higher fee in the advertising marketplace. Stressing that he personally believes newsstand buyers are better prospects for advertisers,

CONTINUED ON PAGE 27

Circulation's contribution to revenue and profit

	1970	1975	1980	1984
Total number of magazines reporting	52	107	158	172
Gross subscription revenue*	27.91%	30.91%	32.67%	32.97%
Gross single-copy revenue	7.76	12.49	16.19	15.12
Total circulation revenue	35.67%	43.40%	48.86%	48.09%
Subscription/single-copy revenue ratio	78/22	71/29	67/33	69/31
Total circulation expenses	22.43	20.57	27.11	28.02
Total circulation contribution	13.24	22.83	21.75	20.07
Marginal circulation contribution	37.12	52.60	44.51	41.73
Expenses/percentage	62.88	47.40	55.49	58.27
Subscription contribution	7.92	13.38	13.86	13.00
Marginal subscription contribution	28.38	43.29	42.42	39.43
Single-copy contribution	5.32	9.45	7.89	7.07
Marginal single-copy contribution	68.56	75.66	48.73	46.76
Subscription/single-copy contribution ratio	60/40	59/41	64/36	65/35

Source: MPA/Price Waterhouse Financial Survey

*All figures expressed as percent of total revenues except marginal contribution figures, expressed as percent of relevant circulation revenues

***Trends in subscription** and single-copy economics are evident from this long-term analysis of the annual Magazine Publishers Association/Price Waterhouse Financial Survey. While gross subscription revenues are about double single-copy revenues, single copy's share of circulation income has grown considerably since 1970. The revenue ratio now stands at 69 percent subscription to 31 percent single copy. As for contribution to profit, subscriptions have steadily gained on the typically more profitable single-copy source. Subscriptions marginal contribution (or profit margin) grew from 28.38 percent in 1970 to 39.43 percent in 1984. In contrast, marginal single-copy contribution eroded drastically, from a high of 75.66 percent in 1975 to 46.7 percent in 1984. This reflects explosive growth in commissions. According to MPA, since 1975 these costs (which include commissions, brokerage fees and retail display allowances) have been the fastest growing expense items for publishers by a factor of six to one.*

Net cost per copy after manufacturing costs

(expressed in cents)

	1975	'76	'77	'78	'79	'80	'81	'82	'83	'84
Subscription	–14	–12	–11	–12	–12	–7	–8	–5	–3	–6
Single copy	–3	–5	–6	–8	–11	–9	–13	–9	–6	–8
Single copy vs. subscription	+11	+7	+5	+4	+1	–2	–5	–4	–3	–2

Source: MPA/Price Waterhouse Financial Survey

***After allocating a portion** of manufacturing costs, a comparison can be drawn between the per copy net loss of subscription versus newsstand sales. The loss per subscription copy has decreased since 1975 from $.14 per copy to $.06 in 1984, while the loss per newsstand copy has grown from $.03 to $.08 during that period. Single-copy sales remained more profitable until 1980, when the loss of $.09 per copy after manufacturing costs overtook that of subscription's loss of $.07 per copy. That relationship has held ever since. As of 1984, each newsstand copy cost publishers an average of $.02 more than each subscription copy.*

CONTINUED FROM PAGE 22

Kerr stated that advertisers do not believe it and will not pay more for newsstand buyers. A Times Magazine Group survey of 20 leading ad agencies on the question of reader quality elicited this typical response: "Full price buyers have no more value than those who paid less, in terms of ad exposure."

"We shouldn't fool ourselves into believing that the quality issue of our single-copy customer base will compensate in the advertiser's mind for the quantity," he said.

Marketing dollars are up

The contention that publishers are not spending enough to market single copies to consumers also does not hold up under scrutiny, Kerr said. According to results compiled from MPA's annual financial survey, newsstand commissions and promotion costs as a percentage of single-copy revenue have escalated approximately 22 percentage points since 1969. Today, more than 50 percent of total single-copy revenue is being spent on marketing single copies, according to the survey. The question is not how much money is being spent, Kerr remarked, but rather how it is being spent.

Finally, Kerr addressed the belief that all magazines will benefit from the increasing use by supermarket retailers of direct product profit (DPP) to measure a product's contribution to the bottom line. "As DPP becomes more widely applied, retailers are going to focus on the fact that a very small number of titles with very high volumes have the big profit impact in their stores," he stated. "The pressure for retailers when they have that kind of strong profit data will put pressure on all of us to focus on the big titles and to provide perhaps less space to the smaller titles. I think as the retailers get the data and learn how to use it, there will be a fallout."

Truths about the single-copy decline

What then is actually contributing to the single-copy sales decline? Several changes in both the demographic make-up of the U.S. population and the retailing marketplace, according to Kerr. The dramatic growth in the number of working women—today one in every two adult women works—and accompanying shifts in shopping patterns are a primary cause, the executive noted. Forty percent of all supermarket dollars are now spent by male shoppers. Teenagers also control enormous amounts of discretionary income: In 1984, for example, 9 percent of all grocery purchases were made by teenagers. Males and teenagers, Kerr emphasized, are *not* the traditional purchasers of many of the leading checkout magazines.

There has also been a reduction in the number of store visits consumers are making. Recent research in which The New York Times Company has been involved shows that not only has there been a cutback in the frequency of store visits, but the duration of the typical shopping trip is also shrinking. From an average of 26 minutes per trip several years ago, the time spent shopping has fallen to 22 minutes today, according to Kerr. As a result, publishers are presented with fewer opportunities to sell magazines.

But consumer sensitivity to cover price increases may be at the heart of the sales decline. An analysis of sales and pricing trends in five-year blocks dating back to 1960 shows that the one period of particularly strong single-copy sales—1970 to 1975—occurred at the one and only time that cover prices grew at a rate slower than the general inflation rate. Aside from the five-year period, cover prices have advanced 50 percent faster than general inflation.

"I think that trend is highly suggestive of the problem—that we may have let the pricing of magazines go a little too far ahead of where the consumer is," he remarked. "We cannot underestimate the growing resistance to price." (*For another view on the single-copy trend, see page 129.*)☐

Ad effectiveness studies: Minimizing potential for advertiser disappointment

Salespeople and advertisers should know the ropes before the study is done

■ *New York City*—When pitching prospects, ad salespeople tend to promise more from benchmark ad effectiveness research than can reasonably be expected. To help ensure that advertisers won't be disappointed when the research comes in, McGraw-Hill Research gives salespeople copies of its guidelines on how research will be conducted, and as to what kinds of results can reasonably be expected.

Typically, benchmark research done for an advertiser includes a study of reader awareness of the advertiser's message before ads are run in a magazine (the benchmark), followed by a study conducted after the ads have appeared.

A common misunderstanding is that only three or four insertions are needed to produce results, says Joan M. Bullen, director of media research at McGraw-Hill Research, which conducts studies for both McGraw-Hill and outside, noncompeting publications.

An advertiser who runs only a few insertions is bound to be upset with the magazine when follow-up studies come in, she notes. The guidelines state that with a weekly publication, there must be at least eight to 12 insertions over six months before a change in measured awareness can reasonably be expected. With a monthly, at least 12 insertions over 12 months is recommended.

Other guidelines on benchmark research are as follows:

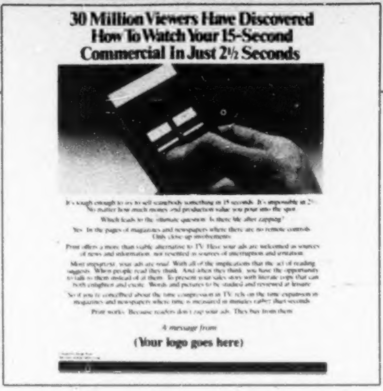
- Questionnaires will be designed to measure the specific communication objectives of the advertiser's ad. Objectives must be detailed enough to delineate themes, key words and phrases.
- The survey sample must consist of a representative selection of the specific target audience the client wishes to reach.
- The sample should have at least 500 to 1,000 respondents. A large sample is particularly important when the data being gathered are very specific or when there is inherently low interest in the advertiser's product.
- Results will be based on readers of at least three of the last four issues. Such readers are more likely to have an opportunity to have seen the ad.
- Tabulations should be based on those who have purchasing responsibility for the advertised product. These people tend to have more of an interest

kits, as house ads, etc. Publishers may insert their own logos on each ad.

Inside Print publisher Ira Ellenthal, citing the $242 million decline in network television ad revenues in 1985, rising prime time CPMs and advertisers' concerns about commercial "zapping," commented, "If ever there were a propitious time for magazines and newspapers to win a far more equitable share of the advertising dollar, it is now." Ellenthal maintains the "Pro-print" ads offer a way for magazine and newspaper publishers to "speak with one voice" to advertisers and agencies about the power of print advertising.

Magazine Publishers Association president William F. Gorog recently sent a request for 40 sets of the ads, to be distributed to MPA board members, along with his praise for the concept and the execution of the ads, according to Ellenthal.

To participate, contact *Inside Print*, 240 East 81st St., New York, N.Y. 10028.☐



30 Million Viewers Have Discovered How To Watch Your 15-Second Commercial In Just 2½ Seconds

It's tough enough to try to sell somebody something in 15 seconds. It's impossible in 2½. No matter how much money and production value you pour into the spot.

Which leads to the ultimate question: Is there life after zapping?

Yes. In the pages of magazines and newspapers where there are no remote controls. Only close-up involvement.

Print offers a more than viable alternative to TV. Here your ads are welcomed as sources of news and information, not resented as sources of interruption and irritation.

Most important, your ads are read. With all of the implications that the act of reading suggests. When people read they think. And when they think, you have the opportunity to talk to them instead of at them. To present your sales story with literate copy that can both enlighten and excite. Words and pictures to be studied and reviewed at leisure.

So if you're concerned about the time compression in TV, rely on the time expansion in magazines and newspapers where time is measured in minutes rather than seconds.

Print works. Because readers don't zap your ads. They buy from them.

A message from

(Your logo goes here)

Free ads promoting print advertising are available for use by publishers.

Make sure printer is giving wholesalers sufficient lead time

Most IDs surveyed want magazines 10 to 14 days ahead

Clearwater, Fla.—One mark of an efficient printing company is a good record for shipping newsstand copies to wholesalers early enough so that the independent distributors (IDs) can organize the magazines and get them out on the stands on time.

This is considered so important to a magazine's single-copy sales that Hearst Magazines monitors shipments and makes lead times a negotiating point with its printers, according to its director of customer services Lawrence C. Flynn.

How much lead time is enough? Hearst recently surveyed 380 wholesalers, asking them how much in advance of retail distribution they needed to receive a monthly magazine, Flynn reported, at an addressing/distribution conference sponsored by the Graphic Communications Association. Fifty-five percent of the wholesalers answered that they want copies on hand from 10 to 14 days prior to publication date; 45 percent want copies at least seven to nine days in advance.

Given that transit time between printers and wholesalers probably averages 11 days, printers must ship magazines 21 days prior to publication date in order to get them to wholesalers 10 days before that date, said Flynn.

To expedite shipment and handling, Flynn also asks that, whenever possible, all copies of magazine titles bound for the same wholesaler be wrapped in stretched plastic on slip sheets and be delivered together in "unitized loads." The small additional expense to the printer by doing this is offset by greater ease of loading and unloading trucks, he said, just as palletizing subscription copies eases distribution Postal Service.☐

Lead times requested by wholesalers (monthly magazines)

Number of days preferred	Number of wholesalers or cities
14	6
13	1
12	20
11	9
10	174
9	15
8	43
7	112

Source: Hearst Magazines

***Ensuring on-time display:** 55 percent of 380 major wholesalers recently surveyed said that they need to receive monthly magazines at least 10 days prior to publication date.*

New Shelter tops MRI audience survey

New Shelter and *The New Yorker* showed the greatest percentage increases in magazine readership in Mediamark Research Inc.'s (MRI) spring 1986 consumer magazine report, which surveyed the readership of 164 magazines and magazine groups. Comparing adult readership in the spring 1986 report with that of the fall 1985 report, *New Shelter* rose by 28 percent; *The New Yorker* went up by 22 percent.

Other magazines that experienced significant percentage increases in audience were *Delta Sky* (+16.3 percent), *American Health* (+15.2 percent), *Fortune* (+15.2 percent), *Inc.* (+14.3 percent), and *Country Living* (+14.2 percent).

The magazines with the largest percentage drops in adult readership were *Byte* (-23.7 percent), *Playgirl* (-16.1 percent), *American Way* (-12.5 percent), *Personal Computing* (-11.4 percent), *Scientific American* (-11.3 percent) and *Runner's World* (-10.3 percent).

In total, 85 magazines gained and 55 lost audience as compared with the results of the fall 1985 report, which covered 140 magazines.☐

Ad revenue sets first quarter record

Magazine ad revenue for Publishers Information Bureau members for the first quarter of 1986 reached a record total of $1,149,533,168—an increase of $65,787,667, or 6.1 percent over the same period in 1985. Ad pages also set a record for the period, at 35,242.31—up 201.15, or 0.6 percent, as compared with the same quarter in 1985.

Revenue for the month of March totaled $456,329,825—an increase of $36,164,432, or 8.6 percent over March 1985. Pages were 13,732.93 for the month, up 113.9, or 0.8 percent.☐

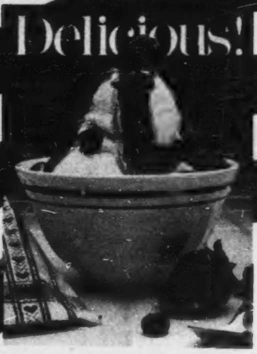
Microfiche saves *Reader's Digest* $50M annually

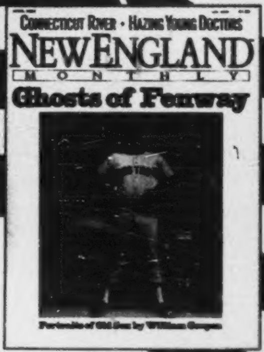
A system for generating and reproducing microfiche from information stored on a computer helps *Reader's Digest*

C3935-1

Folio:

JULY 1986 THE MAGAZINE FOR MAGAZINE MANAGEMENT $6.00




CONNECTICUT RIVER • HAZING YOUNG DOCTORS
NEW ENGLAND MONTHLY
Ghosts of Fenway

4/21
FIRST-RUN FLICKS
LOOKING FOR LEGS

The spirit of independence

Meeting the ★★★★★★★★★★★★★★★★★★★★★ entrepreneurial challenge

Love of magazines, vision, and a strong will to achieve on their own inspired these seven individuals to start magazines, despite the risks. **68**

Guideposts' leading-edge fulfillment system

An opportunity to share in the planning and implementation of this large-scale, real-time subscription fulfillment system that fully exploits available technology. **80**

GCR separations pass *Newsweek* test

For the newsweekly, the Gray Component Replacement color separation process yielded quality, consistency gains, warranting a switch from traditional methods. **32**

What premiums will Fortune and Business Week resort to next?

Forbes: The underdog with a bite

In this exclusive interview, Malcolm Forbes explains what fuels his magazine's aggressive trade ad campaign against giants *Business Week* and *Fortune*. **87**

Ebony's Johnson: 'Long term, we'll win'

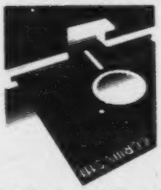
Owner of Johnson Publishing tells how he retains a virtual headlock on the black magazine market. **41**

July 1986

Eight tools for time and territory management 95

Ad salespeople can make more productive use of their time by employing a simple system explained here by consultant Dave Hagenbuch.

Software creates magazine layouts 90



A powerful new piece of software, Business Filevision allows you to assign ads and editorial copy to the pages of your magazine and print complete issue layouts in a short time. Here are some sample print-outs.

Don't underestimate insert cards 117

Too many publishers are failing to take advantage of the low-cost, high-yield potential of insert cards.

Meese pornography commission: Publishing industry fights back 13

With retail chains pulling magazines from shelves in response to a letter from the commission, and the worst expected from its final report, magazine and other publishing industry groups rally to defend First Amendment rights.

Business magazines' ad pages flat 30

FOLIO: poll at Association of Business Publishers conference indicates some first half gains and losses, but overall, ad pages aren't moving. Outlook is better for second half.

Science magazines dominate National Magazine Awards 13

The science category has had rough financial times of late, but four science magazines earned editorial recognition from their peers at the annual National Magazine Awards.

UPDATE

Substituting phone calls for reader service cards. 15

In-store magazine sampling program expanded by *Woman's World.* 16

Automated materials handling: Printers and publishers to benefit. 19

Color separation business started by publisher. 21

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BRIEFINGS

'86 continues to be lackluster advertising year for consumer magazines

There's no cause for celebration on the advertising front among consumer magazine publishers these days. Ad pages through April were down 1.4% and ad revenue was up 3% through April, according to the Publishers Information Bureau. *Good Housekeeping* publisher Lou Porterfield sees a continuation of the so far flat year for the industry, and a slightly improved year for his own publication. At *Business Week*, where ad pages were down 15.9% through early June, publisher John Patten says that advertisers have been buying space "in increments, as issues come up," rather than in large blocks. *Family Circle* is running 12 pages ahead of last year's pace, reports publisher Tom Redd, who notes that the women's category is having a "soft summer." NBC's decision to sell freestanding 15-second commercials has clouded Redd's view of the fourth quarter. "It could impact our business substantially," he says. Redd adds that all product categories are running "on par" with last year, with the exception of cigarette advertising, which is down.

Verdict imminent in breach of contract suit against major national distributor

Can a national distributor be held responsible for the financial troubles of a magazine client? D. S. Magazines has taken its former distributor, Warner Publisher Services, to court, charging breach of contract and asking approximately $58 million in damages. D. S., whose publications include *Tiger Beat* and other teen titles, claims Warner so neglected the marketing and distribution of its magazines during several years before D. S. broke its contract in 1985 as to seriously impair the publications' circulation and advertising. (The last available figures from the Audit Bureau of Circulations, for the second half of 1984, showed *Tiger Beat*'s total circulation, at 88,833, as being down 38%, and its single-copy sales as being down by 44%.) Warner is counter-suing for approximately $1 million in overdrafts outstanding when D. S. and Warner split, according to Warner's attorney. Neither D. S. nor Warner executives would comment while the case was being tried.

Off-shore paper imports hold their ground

Despite the drop in the value of the U.S. dollar, off-shore imports of paper are likely to continue from several major worldwide producers who have targeted key segments of the U.S. printing paper market for long-term growth. This prediction comes from a study compiled by Walker Wiener Associates, a New York-based market research firm. "The U.S. market can no longer be considered a provincial market," notes the firm. "Old-line relationships appear to have less of an impact on future buying decisions." Supporting these statements, Walker Wiener reports that total imports of printing paper (excluding Canadian sources) were up 4.4% in 1985, with coated groundwood imports up 16.6% (*see chart*). However, the flow from abroad may well have peaked in 1985: After an active first half, imports of coated paper (both groundwood and free sheet) fell sharply in the second half (from 218,400 to 156,300 metric tons). Coated paper imports for first quarter 1986 were only slightly higher than levels reached in the third and fourth quarters of 1985.

U.S. imports of printing paper, 1985 vs. 1984
(excludes Canadian sources)

	1984	1985	% change
	(000 metric tons)		
Coated groundwood	223	260	16.6%
Uncoated groundwood*	471	441	(6.4)
Coated free sheet	99	115	16.2
Uncoated free sheet	249	139	(44.2)
Newsprint	193	334	73.1
Total	1,236	1,289	4.4

*Includes supercalendered paper
Source: Walker Wiener Associates

Study finds consumers ho-hum over 'adult' titles in c-stores

"Adult" magazine publishers may find some small comfort in the results of a recent national survey conducted by the Gallup Organization. Some 83% of 1,441 adults queried said either that they approved of their local convenience store selling adult magazines or they didn't care one way or the other. Less than half were even aware that the c-store they most freiaries are not members. Without such approval, ABP is in danger of losing members such as ABC Publishing, which is now part of nonmember Capital Cities Communications (which also owns nonmember Fairchild Publishing). Lack of bylaw flexibility could also deter new membership.

The second factor is whether or not there will be a further reduction in dues. Last year, ABP said that its goal was to reduce dues by 25 percent per year for two years, but it is unclear at present how soon and how much ABP will cut dues beyond the 25 percent reduction already made.

ABP is projecting a $405,000 surplus by the end of June—a record high. Moreover, the association apparently did manage to keep its expenses down to its budgeted $1.75 million, which was less than half its expenses in the previous (1984/1985) fiscal year.

Waiting to hit $500,000

But, in part because the surplus had fallen to $109,000 at the end of the last fiscal year (June 30, 1985), ABP decided that there would be no more dues reductions until the surplus hits $500,000. If the current rates of income and expenses continued, Mucchetti told FOLIO:, it's possible that $500,000 would be reached by April 1987, which would be within the two-year goal period. However, he stressed that it is premature to speculate about future dues cuts because the ABP board is still in the process of budgeting for the next fiscal year, and its priorities for expenditures have yet to be determined.

"An additional dues reduction, whenever it occurs, will not necessarily be 25 percent," he said. "It will be whatever cut can be made while still maintaining the other goals and priorities" that will be determined and reflected in the new budget.

One "key factor" affecting the dues is how much the board decides to allocate for space insertions for ABP's new campaign promoting advertising in the specialized business press, Mucchetti acknowledged. (*See Update on the campaign, page 26.*) He also emphasized that how much total revenue is available to apportion to dues and various other priorities depends to a large extent on membership, which in turn depends heavily on the approval of the more flexible bylaws regarding membership of companies in merger/acquisition situations.☐

78% of monthlies delivered late

There was another slight improvement in on-time delivery of monthly second class publications during the first quarter of 1986, as the percentage of publications delivered late decreased to 78 percent as compared with 80 percent in the fourth quarter of 1985. During the third quarter of 1985, 84 percent of monthly publications were delivered late.☐

Publication delivery box score:
Monthly second class publications, January-March 1986

City	Better than USPS standard	Service standard	1-6 days late	Later
Composite average*	4%	18%	67%	11%
Boston (Area 021)	2	19	76	3
New York (Area 100)	5	19	72	4
Buffalo	7	19	68	6
Pittsburgh	5	8	71	16
Philadelphia (Area 152)	2	0	57	41
Washington, D.C.	2	14	78	6
Atlanta	3	19	76	2
Miami	8	37	48	7
Memphis	0	0	87	13
Cincinnati	6	14	72	8
Detroit	0	2	76	22
Milwaukee	2	4	86	8
Minneapolis	4	16	77	3
Chicago	2	9	79	10
New Orleans	0	0	72	28
Dallas	4	37	55	4
Houston	2	23	58	17
Denver	5	29	60	6
Los Angeles	1	25	51	23
San Francisco	12	40	47	1
Seattle	9	37	51	3

*Including other U.S. cities and SCFs not listed
Source: Red Tag News Publications Association, Inc.

More consumer magazines go 'perfect'

Playboy isn't the only one going to perfect binding these days. Having switched to saddle-stitched binding only five years ago, *Mademoiselle* will shift back to perfect with its September 1986 issue. Meanwhile, *Texas Monthly*, saying it has gotten too big for its staples, will start using perfect binding with its October issue.

With perfect binding, it will be easier and less costly for advertisers to place scent strips, cosmetic color samples and other inserts in the magazine, explains Marlana Rathgab, director of creative services at *Mademoiselle*. Research also indicates that readers should perceive that they are getting more for their money because of the feel of a perfect bound magazine, she says. Finally, with the change, *Mademoiselle* will be employing the same type of binding as the rest of Conde Nast's magazines, which will mean a minor production efficiency.

Back in 1981, when *Mademoiselle* switched from perfect binding, it was felt that saddle-stitching gave a magazine more of a "newsy" feeling, like the saddle-stitched newsweeklies, says Rathgab. The saddle-stitching was also meant to help differentiate *Mademoiselle* from sister magazine *Glamour*.

Jerri Brown Evans, production director at *Texas Monthly*, says perfect binding will give the 14-year-old state magazine more of an "upscale" look as well as open up more positions for inserts. She also notes that the magazine has gotten so fat with pages that the covers tend to pull away from the binding staples, particularly on copies that are passed on to several readers.

Because perfect binding takes more time, the magazine's ad closing will now be two days earlier.☐

C3335-1

Folio:

AUGUST 1986 THE MAGAZINE FOR MAGAZINE MANAGEMENT $6.00

Is your printing contract outdated?

No matter how much anticipation of future need is built into a printing contract, unforeseen events—such as changes in binding method, use of more color, or an increased print order—could make it obsolete. You should reassess your contract...whether or not it expires soon. **106**

Wolaner: Time Inc.'s *Parenting* partner

The entrepreneur who beat Time Inc. to the draw with idea for special-interest title for parents describes their unique financial and working relationship. **59**

Taking the risk out of list selection

You can't afford to ignore either the rewards or dangers of buying lists made up of high-impulse buyers or opportunity seekers. Ensure winning selections. **119**

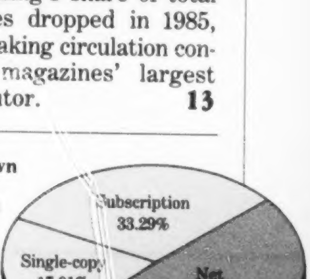
Editorial calendars: More than sales tools

You can create an editorial calendar that is truly a help to editorial as well as to ad sales. An exploration of different approaches you can take. **124**

Ad revenues fall below 50% of total

Advertising's share of total revenues dropped in 1985, again making circulation consumer magazines' largest contributor. **13**

Breakdown of total magazine revenues for 1985



Source: 1985 MPA/ Price Waterhouse Financial Survey

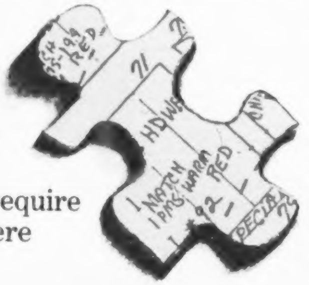
August 1986

Managing sales by computer 128

What kinds of software and services are available to you? How do they compare? How can you put them to work to manage your ad sales?

Solving the imposition puzzle 112

The best ad placement, editorial exposure and color reproduction require careful, efficient impositioning. Here are the basics.



Advertising community mergers: What impact on magazines? 14

Are the mergers among major advertiser companies intensifying rate negotiation pressure? How serious are revenue losses from discounts, cutbacks—and what about new media-buying co-op?

Combined mailing system unveiled 13

Quad Graphics claims to have first operational co-mailing system, allowing different magazines to be channeled into a common mail stream. Result: Big postal savings.

Managing the editorial side 20

Top management's tendency is either to abdicate or overplay its supervision of editorial, contends long-time editorial exec turned consultant. Here's how to do it better.

Advertising materials extensions: How much of a given? 42

Have ad materials deadlines become something of a bad joke? Recent surveys reveal attitudes, practices of both publication production and ad agency production executives.

UPDATE

Postscript gains as typesetting standard; equipment prices drop. 22

Using illustrations: Learning not to be timid. 24

New mainline racks boost newsstand sales up to 400%. 39

Ethics in interviewing: How far is too far? 41

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The photojournalistic approach, by John Peter. 137

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UPDATE

Consumer magazine pretax profits shrink to 9.65%

Rise in circulation costs responsible for decline, MPA/Price Waterhouse survey shows

New York City—Consumer magazine average pretax operating profits fell to 9.65 percent in 1985, down from 11.29 percent in 1984, according to the annual Magazine Publishers Association/Price Waterhouse Financial Survey. An increase in circulation expenses accounted for the decline, the first since 1982.

Assuming a 46 percent corporate tax rate, net income for the 169 magazines responding to the survey was 5.2 percent, down from the 6.1 percent net income reported by 1984's 172 participants.

Magazines' total costs rose to 90.35 percent of total revenues—up from 88.71 percent the prior year and 89.11 percent in 1983. Costs as a percent of sales declined slightly in the areas of advertising, editorial, manufacturing and distribution, and other operational costs.

Total circulation expenses, however, rose to 26.87 percent, from 24.83 percent in 1984. Circulation costs have shown an upward trend for the last eight years. Higher commissions on both subscription and single copy-sales accounted for much of the rise in 1985, according to the survey.

Advertising slipped again from its

CONTINUED ON PAGE 28

Summary of responses to MPA financial surveys

	% of total magazine revenues		
	1983	1984	1985
Revenues			
Net advertising revenues	49.87%	51.91%	49.70%
Gross subscription revenues	33.70	32.97	33.29
Gross single-copy revenues	16.43	15.12	17.01
Total magazine revenues	100.00	100.00	100.00
Advertising expenses	9.15	9.47	9.38
Circulation expenses	25.07	24.83	26.87
Editorial costs	8.40	8.66	8.51
Manufacturing and distribution expenses	36.90	36.55	36.19
Other operational costs	3.27	3.31	3.29
Administrative costs	6.32	5.89	6.11
Total magazine costs	89.11	88.71	90.35
Operating profit (before taxes)	10.89	11.29	9.65
Total number of magazines reporting	154	172	169

Source: MPA/Price Waterhouse

***Operating profits fell** to 9.65 percent in 1985 from 11.29 percent the year before, according to the MPA/Price Waterhouse survey. While advertising expenses remained steady, circulation costs for the 169 reporting magazines rose two percentage points.*

Combined mailing system unveiled

Bindery system makes greater presort discounts possible

Pewaukee, Wis.—A new computer-controlled, electro-mechanical system for mailing second class magazines has been unveiled at the Quad Graphics printing plant here. The Multi-Mailer bindery system allows several different magazines to be channeled into a common mail stream, thus increasing the postal discounts for which each magazine is eligible.

Automated combining of titles on the bindery line has been a hot topic of late in the addressing and distribution field. Several printers are known to be working on co-mailing systems, but Quad Graphics claims its system is the first to go into operation, and

Pretax profits shrink

CONTINUED FROM PAGE 13

place as the largest contributor to revenue. The Price Waterhouse figures show it accounted for 49.7 percent of total receipts in 1985, down from 51.91 percent the year before. Circulation's contribution rose to 50.3 percent in 1985, up from 48.09 percent. The two income sources have been jockeying for first place over the last three years.

In terms of operating profit by circulation size, magazines with circulation greater than two million turned in the highest operating profit, 11.74 percent. The weekly/biweekly group posted the second highest operating profit in 1985, at 11.49 percent. Both leading categories suffered declines from 1984, when the two-million-plus group earned 13.33 percent and the weekly/biweekly group 14.24 percent.

As has been typical, the 250,000 to 500,000 circulation group turned in the poorest performance, with an operating loss of .41 percent. However, even that was an improvement over 1984,

Magazine pretax operating profits (losses) in 1985

As a % of total revenues, by circulation category

Less than 250,000	250,000-500,000	500,000-750,000	750,000-1,000,000	1,000,000-2,000,000	More than 2,000,000	Weekly/ biweekly	Not-for-profit
7.00%	(0.41%)	5.51%	11.26%	7.40%	11.74%	11.49%	8.01%

As of % of total revenues, by annual ad revenues

Less than $1 million	$1-2 million	$2-4 million	$4-10 million	$10-20 million	More than $20 million	Not-for-profit
5.85%	(2.96%)	(4.51%)	2.18%	8.73%	12.28%	8.01%

Source: MPA/Price Waterhouse

The circulation category with the best 1985 operating profit was the two-million-plus group at 11.74 percent. Last year the category was second to weeklies/biweeklies. When broken out by annual ad revenues, magazines with more than $20 million in sales had the highest operating profit. Those with $2 million to $4 million in ad sales took last place from the $1 million to $2 million category with a 4.51 percent operating loss.

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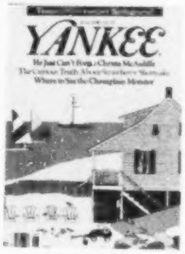
when it showed a 3.78 percent loss.

When magazines were grouped in terms of annual advertising revenues, those with more than $20 million in ad sales had the highest operating profit, at 12.28 percent of total revenue. The rate was about equal to 1984's. Next profitable was the $10 million to $20 million category, which posted an 8.73 percent profit—down from 11.47 percent the year before.

The weakest performers were those magazines having $2 million to $4 million in ad sales. They showed an operating loss of 4.51 percent. Last survey's loser was the $1 million to $2 million group: In 1985 it cut its operating loss to 2.96 percent from 10.88 percent.☐

Yankee wins three regional magazine awards



Yankee magazine was named "Regional Magazine of the Year" for the second consecutive year by the Regional Publishers Association (RPA) at its twenty-eighth annual conference. The New Hampshire–based publication also won awards for best typography and best overall design (for magazines that carry advertising). In all, seven regional magazines received 10 awards at the conference.

Other award winners were *Vermont Life* for best cover; *Texas Parks and Wildlife* for best special issue; *Adirondack Life* for most improved magazine; *Down East* for best regular column; and *Connecticut's Finest* for best overall design (magazines that don't carry advertising). *Vermont Life* and *New Mexico Magazine* both received awards of merit, the former for magazines without advertising, the latter for those with advertising. This is the first year that best overall design and the awards of merit were split according to whether or not advertising is carried.☐

Industrial firms focus on print advertising

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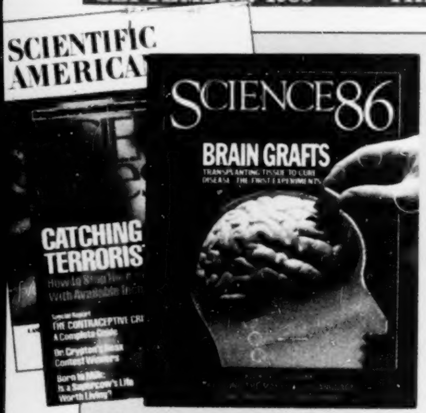

Buyouts shrink science field

Time Inc. swallows two *Discover* competitors while *Scientific American* goes to German firm. **63**

Are the rules changing for net name agreements?

Increasing name duplication is prompting some list renters to demand—and get—lower net name fees. But the standard 15 percent discount is still the norm. **15**

Getting the attention of key media execs

A look at a 30-day accumulation of direct mail sent to a senior vp at a top ad agency gives more than a little insight into the state of this particular art. Columnist Walter Joyce points out some ground rules for attracting attention. **179**

Pre-press systems: Enhancements galore

Production trends that translate into more design flexibility, lower costs and the ability to structure tighter deadlines were very apparent at the two major graphic arts shows held this year. **114**

What's your magazine worth?

Putting a dollar value on a business is a complex task, particularly in the magazine world, because very few magazines are the same. But you can get a good idea of what your magazine is worth by following the methodology outlined here by consultant James Kobak, who has been involved in several hundred such evaluations. **98**

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Hot sales leads: The circulation connection 110

Circulation managers hold the key to providing timely and fact-filled reports on inquirers and their companies that advertisers can't ignore.

Editor as photographer Part 2: Film & light 120

Film and light are not mundane, technical elements of photography; they are vital aspects of the creative mix that you can manipulate.

National Journal's success story 128

It isn't conventional publishing wisdom that has propelled *National Journal* to the top, but a unique economic approach almost any publisher would envy.

Paper use expected to rise 15

Publishers estimate total paper usage to increase 5.9 percent through 1987, according to annual MPA survey. Coated paper will see highest growth.

LAN technology stabilizing 19

Local area networks are moving toward standardization, but experts predict major changes that could still make a publisher's equipment obsolete.

The Folio:Show Exhibit Hall Directory 135

You'll want to schedule your time wisely at The Folio:Show next month. To help you, we have compiled a list of suppliers who are exhibiting by product category, and included a map indicating where to find them.

UPDATE

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LETTERS

Et tu . . . ?

I have a gripe and I'd like to take it up with you.

Trade publications for years have been supporting industry associations with tons of free advertising and support in every other way for membership development and trade shows.

Now it seems to be in vogue for associations to sell advertising in competition with the same industry trade magazines they have for years been taking free advertising with, sometimes with very little thanks.

I point out as examples the National Office Dealer Association, National Art Material Trade Association, Printing Industries of the Carolinas.

Have any publishers taken offense to this as I have, and will any come forward with what they have done to combat this competition from associations?

Orazio "O. Mike" Fichera
President/Publisher
Dealer Communicator

Editor's note: Readers are, as always, invited to respond through FOLIO:.

In-house DP management

This letter is in response to Mr. Robert A. Waldman's article in your May issue entitled "Data processing: Making the best decision." [*Page 98*]

Although Mr. Waldman's article addressed many of the publisher's information needs that can benefit from computer automation, and identified the data processing options available to accomplish this, I take issue with his clearly stated bias against developing your own custom software.

I found it rather presumptuous of the author to suggest that publishers as a group do not have the necessary capabilities or skills to manage such a project successfully. Statements such as "It's very unlikely that you have the necessary skills to manage such an undertaking," "You can be assured of cost overruns by orders of magnitude," "If you . . . must write your own software, you may well be running your business wrong," "You will inevitably be very disappointed," are rather dangerous generalizations.

As a publisher who has purchased both prepared packages and designed custom software, I am convinced that custom development is a viable option. We have developed a complete circulation application and also a reader service card system for an IBM System 38, and are very pleased with the results. I have had discussions with several other publishers who have also taken this route and had similar success.

We aren't "running our business wrong" because we have developed our own software; actually we have had considerable success in offering our clients a variety of rather unique services which has differentiated us from our competitors. The software we developed allowed us to manage the information to support these services efficiently and even to expand our offerings. Our custom developed software has become a key ingredient in our future business growth.

There certainly is risk and expense involved in generating your own software. However, neither variable needs to be as onerous or unmanageable as Mr. Waldman suggests. . . .

Gary T. Fitzgerald
President
Meister Publishing Co.

Editor's note: FOLIO: takes no editorial position with regard to the merits of outside versus in-house systems, but does seek to provide a forum for opinion on the subject. Our July issue carried a feature on the in-house fulfillment system developed for Guideposts (see page 80).

Thriving tabloids

In reference to the article on ABC's Fas-Fax report for the second half of 1985 which appeared in your May issue [*page 13*], I would like to clarify a few points of interest.

In the table on page 13, ranking magazines by unit increase in single-copy sales, you erroneously ranked *National Enquirer* third. Since *Enquirer* is also listed ninth in the table, I trust that you realize your misprint. The magazine with the third highest increase in single-copy sales is *National Examiner*, which you correctly report in the body of the article on page 23.

I would also like to alert you to an omission from your report. In the body of the article, as well as in the table on page 25, you cite *Vanity Fair* as having the largest percentage gain in overall circulation (+50.54 percent). A more careful look at ABC Fas-Fax figures will show that *Sun* had the largest gain in overall circulation (+61.42 percent) as well as in single-copy sales (+61.24 percent). Also, *Sun*'s single-copy unit increase of 119,905 copies was the fourth largest unit increase of all consumer magazines. We at Globe Communications are proud of the success of our newest tabloid title and feel these facts should have been noted in your article.

I also feel that the tabloids deserved recognition in the "strong categories" section of your article along with the business, food, computer and fitness magazines. Four of the top five titles posting the largest unit increases in single-copy sales are tabloids. Despite the pessimistic undertone of the title of your article, "A glimmer of hope for single-copy sales?" I am happy to report that the tabloid market is alive and well, growing 6.3 percent in the second half of 1985.

Michael L. Sullivan
National Sales Director
Globe Communications Corp.

Correction to the *Folio: Source Book*

The following is a correction for the *Folio: Source Book/1986*, published in May:

Krueger: The correct contacts for the "Printers, Ink Jet" and "Printers, Publication" category listings for Krueger are Jerry Cotter and Neil Tuber, 602-948-5650.

gan to bud in the early 1980s but is still waiting to blossom. With the exception of *Omni*, the big circulation science magazines have constantly been troubled by the lack of an endemic advertising base, notes more than one observer.

What do production directors and managers earn?

The FOLIO: 1986 Production Salary Survey reveals that the average salary for production directors is $41,389. The second in command on the production staff, the production manager, earns $26,829 annually. Production staffers on consumer magazines make approximately 13% more than their counterparts on business titles. Directors on consumer magazines report an average salary of $43,800, compared to $38,792 for their peers on business magazines. Production managers on consumer magazines get $28,696. Those with the same title on business magazines report an average of $25,339. About one-third of the respondents to FOLIO:'s survey work on magazines ranked in The Folio:400. Complete survey results will be published in FOLIO:'s November issue.

Ad revenue rises 4.8% in first half '86

As the first six months came to a close, June gains helped to make for a more positive scenario. June ad revenue for the 147 members of the Publishers Information Bureau (PIB) was $430,719,458, a 9.2% increase over last June's. The month's ad pages reached 12,699.6, a 2% increase. In total, ad revenue is up 4.8% for the first half of this year compared to the same period last year. Members report ad revenue of $2.504 billion this year, compared to last year's $2.390 billion. Ad pages, however, are down slightly. Total pages for this year's first half are 75,168.96, down 268.86 pages from last year's total. Fashion and service magazines are the leaders in the first half, showing an 11.1% gain in pages and a 12% hike in ad revenue. Other strong categories include home magazines, with an 8.1% rise in ad revenue and a 1.1% page increase. Women's magazines experienced a 6.1% jump in ad revenue and a 2.4% increase in ad pages. On the downside, business magazines dropped 7.7% in pages and 3.3% in revenue. Mechanics and science magazines were down 2% in pages and 9.2% in revenue.

PIB figures for the first six months

	1986	1985	% Change
Dollars	$2,504,774,176	$2,390,635,790	+4.8
Pages	75,168.96	75,437.82	-0.4

Business Week enters China

When John Patten took over the publishing reins of *Business Week* early last year, one of his goals was to expand the McGraw-Hill magazine internationally. Now he's about to span the globe: In December, *International Business and Management* will premiere in the People's Republic of China. The new monthly, a compendium of articles from *Business Week*, *Business Week International* and *International Management* translated into Chinese, is the product of a joint venture between McGraw-Hill and the China Foreign Economic Relations and Trade Publishing House. It is the first such venture for China and a U.S. general business magazine, though specialized business publications have previously cracked the Great Wall. The move is indicative of China's efforts to tap the West's know-how in its bid for economic expansion, as well as *Business Week*'s need to find new revenue. Like its competitors here, the weekly's ad pages are off, having slid 13% in first half '86. Ad revenue for the new 25,000 controlled circulation title will be split 50:50 between McGraw-Hill and its Chinese copublisher. Having conquered China, Patten is eyeing its neighbors. "Plans are on the board for more global activity," he says. "The Pacific Basin is going to be the market of the future."

Rodale hits snag in expansion plans

Rodale Press, which has been steadily growing its crop of health and sports titles, suffered a casualty recently with the folding of *Superfit*. The quarterly was edited for athletes who cross-train in running, swimming, cycling and other aerobic sports. Begun in April of 1985, the magazine ceased publishing after its seventh issue. Newsstand sales for the title, which were about 75,000 paid, were roughly 30% short of Rodale's expectations. "*Superfit* was part of our effort to expand and be aggressive in starting new magazines," says Robert Teufel, Rodale's president. That effort is reflected in the release of several semiannuals, including *Women's Health* and *Good Toys*, a title for parents. All this activity comes at a time when the company's flagship, *Prevention*, is in search of new advertisers. Targeted advertisers are in such categories as financial services, cosmetics, automotive, fitness and food.

UPDATE

Net name agreements: Any change in sight?

The duplication problem continues to grow—but are list owners budging?

■ *New York City*—As targeted, unduplicated names for direct mail promotions become tougher and more costly to find, publishers and other mailers are putting more pressure on list owners to negotiate rather than insist upon the traditional 85 percent net name arrangement.

This pressure to be more flexible, or risk losing a list user's business altogether, has resulted in some concessions from some list owners, according to circulators and list marketing executives interviewed by FOLIO:. But most say that there is still much resistance to negotiation—particularly when it comes to net/net arrangements, in which the mailer pays for only those names he or she actually uses.

Some brokers do say they've seen owners willing to accept negotiated net name deals in which the percentage of names paid for drops from 85 percent to 75 percent or 70 percent.

Changing attitudes?

"List owners are more willing to negotiate better net name arrangements than in the past," contends Steve Smith, executive vice president of Steve Millard, Inc., a mailing list broker. But he adds that a large mailer who orders lists on an annual basis is likely to receive more consideration than a mailer who rents only 10,000 names.

Linda Huntoon, vice president at list broker Walter Karl, Inc., concurs. "We are seeing a lot of new negotiations for better net name arrangements," she says. But she adds that the owners who are most likely to consider them are those who are mailers themselves, since they experience the same problems. Those who are not mailers themselves, she notes, feel that it's not their concern.

Duplication between a list and a mailer's database is clearly the driving force behind the pressure for better net name arrangements. This duplication, points out Smith, is making the true cost of lists much more expensive for publishers. A duplication rate of 50 percent in effect doubles the cost of a list, he notes. But this problem is not as bad for publishers as it is for catalog

(CONTINUED ON PAGE 26)

5.9% growth in paper use expected in 1986-87

Coated groundwood will increase its lead as most-used grade, MPA survey finds

■ *New York City*—Consumer magazine publishers expect to increase their paper use by 2.1 percent this year and by 3.7 percent in 1987, according to the latest paper survey conducted by the Magazine Publishers Association (MPA).

Of the different grades of paper, it appears that coated groundwood will see the most growth. Publishers surveyed predicted that they would increase their use of the grade by 3.8 percent in 1986 as compared with 1985 and by 4.3 percent in 1987 as compared with 1986. The publishers expect that their use of uncoated groundwood will

Consumer magazine paper use, all grades by basis weight

Basis weights in lbs.	1985 actual	1986 projected	1987 projected
32 and below	3.6%	3.4%	3.7%
34	28.6	30.6	30.7
36	14.9	14.5	14.1
38	4.8	4.3	4.6
40	25.6	25.9	26.1
45	5.2	5.1	5.0
50	5.6	5.5	5.3
60+	11.7	10.7	10.5
Total	100.0%	100.0%	100.0%

Source: 1986 MPA paper survey, based on responses from 98 magazine publishers

***Publishers expect** they will shift toward lighter basis weight papers over the next two years. In 1985, only 32.2 percent of the paper used had basis weights of 34 pounds or lower; in 1984, 34.5 percent of the paper used by publishers had such light basis weights.*

Consumer magazine paper use, all weights by grade

	1985 actual	1986 projected	% change vs. 1985	1987 projected	% change vs. 1986
Coated groundwood	1,122,110 tons	1,164,765 tons	+3.8	1,215,304 tons	+4.3
Coated free	172,180	164,440	−4.5	178,347	+8.5
Uncoated groundwood	217,673	214,825	−1.3	208,625	−2.9
Uncoated free	23,803	23,884	+0.3	25,097	+5.1
Imports	55,035	56,287	+2.3	57,582	+2.3
Total tonnage	1,590,801	1,624,201	+2.1	1,684,955	+3.7

Source: 1986 MPA paper survey, based on responses from 98 magazine publishers

In 1986, coated groundwood should increase its lead as the most popular paper among consumer magazine publishers, but use of uncoated groundwood is expected to slip, the MPA survey indicates.

drop by 1.3 percent in 1986 and by 2.9 percent in 1987.

The paper study was the latest of a series of annual surveys conducted by the MPA. This year's questionnaire, which was sent out in March, was filled out by 98 publishers.

Respondents to last year's study were more optimistic about how much paper they would be using, predicting paper use would rise by 2.3 percent in 1985 and 3.9 percent in 1986.

Other findings

Among other findings of this year's survey:

- At the time the survey was taken, 16.3 percent of those who responded had paper inventories of one to 30 days, 52.2 percent reported stock of 31 to 60 days, 26.1 percent held inventories of 61 to 90 days and 5.4 percent had stock of 91 days or more.
- Coated groundwood accounted for 70.5 percent of the paper used by the publishers in 1985, coated free sheet accounted for 10.8 percent, uncoated groundwood for 13.8 percent, uncoated free for 1.5 percent and imported paper for 3.5 percent. In comparison, last year's survey found that in 1984 72.7 percent of paper used was coated groundwood, 8.5 percent coated free sheet, 13.3 percent uncoated groundwood, 1.2 percent uncoated free and 4.3 percent imported paper.
- About 16 percent of the respondents used at least some imported paper in 1985, but only 13 percent plan to use imported paper in 1986 and only 12 percent in 1987.
- In 1985, 10.4 percent of the publishers switched to narrower rolls and 2.1 percent changed to wider ones. In 1986, 19.8 percent plan to change to narrower rolls and 3.1 percent plan to move to larger widths.
- In 1985, 32.2 percent of the paper used had a basis weight of 34 pounds or less. Respondents expect that in 1986 such paper will comprise 34 percent of what is used and, in 1987, 34.4 percent. In 1984, 34.5 percent of the paper used had a basis weight of 34 pounds or less.
- The offset printing process accounted for about 74 percent of total tonnage in 1985, and gravure for the remaining 26 percent. Little change in these percentages is expected in 1986 or 1987.☐

Filmless color proofing on horizon for pre-press

Direct digital proofing would be used with electronic pre-press systems to check color in progress

New York City—The day is approaching when publishers and their pre-press suppliers will benefit from the cost- and time-savings of direct digital color proofing, which doesn't require color separation films. However, despite a spate of recent new product announcements, observers agree that it will take at least several years before there will be direct systems offering the kind of high color quality that the market demands.

"We're beginning to see the door opening," comments John G. Mitchell, technical director of corporate manufacturing and distribution at Time Inc., where direct proofing is one of the

Hard copy color proofs are made without separation films on the Instant FIRE 300, a direct digital proofing system manufactured jointly by Polaroid and MacDonald Dettwiler Technologies.

productivity of the high-cost electronic pre-press equipment would be greatly enhanced.

The time and expense saved by not having to use film to produce proofs for outsiders such as ad agencies and printers would only be a secondary benefit, Dunn claims.

The direct proofing technologies that might work, the consultant believes, are approaches that use either photopolymers, silver-sensitized lines or electrophotography. The basic technology already exists, he says. Research is now required to iron out bugs and to find ways to automate the process. Also needed is a period of testing in the field that will convince the industry that direct proofing is accurate and consistent. "It will take three years plus, and that's if all goes well," Dunn predicts.

Mitchell says Time Inc. is looking for a way to make proofs quickly to check for position as a page is made up, as well as to create high quality proofs for a final color check. It would be better, he says, if one device could be used to make both kinds of proofs, but he doubts whether that will be possible.

If high quality color proofs could be made directly, it would save the magazine 10 to 15 minutes on each proof, as well as the cost of separation film. Like others, Mitchell expects that direct proofing will at first be used for editorial art because editorial is under the complete control of the publisher.☐

Cost of sales call jumps 11.8%

Rate outpaces inflation, but is lowest hike in decade

New York City—The average cost of a business-to-business sales call in 1985 was $229.70, an increase of 11.8 percent over the 1983 cost of $205.40, according to the Laboratory of Advertising Performance (LAP) of McGraw-Hill Research.

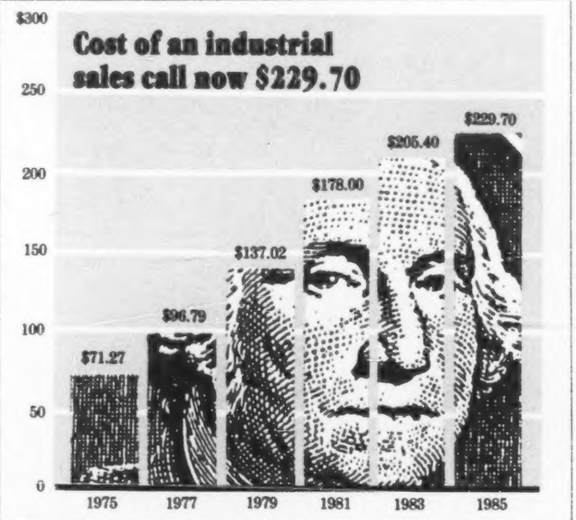
"This is the lowest percentage increase in a decade," says David Forsyth, vice president of research. "Business-to-business sales call costs have risen 222 percent since 1975 and they are increasing at a faster rate than the Consumer Price Index and the annual inflation rate."

While the costs of personal sales and advertising each continue to climb, the former are growing at a faster rate, according to McGraw-Hill Research. In 1985, advertising costs were double those of 1975, but during the same time, sales call costs more than tripled.

Over one-half (51 percent) of the survey respondents expect sales call costs to increase in 1986, 36 percent expect costs to stabilize and 12 percent anticipate that they will decline.

The survey was conducted on a random sample of vice presidents of sales and sales managers in industrial companies, drawn from the circulation list of *Business Marketing* magazine. Responses were received from 936, or 55 percent, of the sample. Sales costs were defined as including salaries, commissions, bonuses and travel and entertainment expenses. A sales call was defined as "each time a salesperson makes a face-to-face presentation to one or more buyers or prospects."

Full results of the survey are contained in LAP report number 8013.8. To receive it, contact Leslie Hooper, marketing service department, Laboratory of Advertising Performance, McGraw-Hill Inc., 1221 Avenue of the Americas, New York, N.Y. 10020. Telephone: 212-512-4479.☐



Source: McGraw-Hill Research 1985 "Cost of an Industrial Sales Call" Survey based on an nth sample of vice presidents of sales and sales managers in industrial companies drawn from the circulation list of *Business Marketing* magazine.

***Industrial sales call costs** have more than tripled since 1975, as compared with advertising costs, which doubled during the same period. The 11.8 percent rise in sales call costs between 1983 and 1985 does, however, represent the lowest percentage increase in a decade.*

'Polybagging' of requalification forms with magazines lifts response

Technique catches on as more printers acquire capability

Cleveland—Inserting a loose requalification form with the magazine in a polybag is a technique that's helping some business publishers to boost response.

Though the Postal Service has long permitted this practice, it appears to be becoming more popular now that other types of enclosures have also been deemed permissable, and now that more printers are acquiring the plastic bagging or wrapping capability.

Gloria Adams, corporate circulation director for Penton/IPC, reports that the company has been sending requalification forms in plastic bags with six of its magazines since last year. The technique has increased response rates to the forms by anywhere from 5 percent to 10 percent to 15 percent, as

Science field undergoes metamorphosis

Time Inc. folding *Science 86* into *Discover*; German company buys *Scientific American*

New York City—The struggling science magazine field recently saw significant acquisition activity, with Time Inc.'s purchase of the subscriber list to *Science 86*, and *Scientific American*'s agreement to be acquired for $52.6 million by a German company, Verlagsgruppe Georg van Holtzbrinck.

Time Inc.'s purchase will give a shot in the arm to its monthly *Discover*, now six years old, which has yet to turn a profit. The publishing company convinced the American Association for the Advancement of Science (AAAS), publisher of *Science 86*, to sell the subscriber list as well as use of the *Science 86* name. Time paid $3.75 million for the list and $2.25 million for the two-year right to the trademark. In addition, the AAAS agreed not to launch a competing title within the next five years.

Several industry sources speculate that Time Inc. has lost nearly $50 million on *Discover* since its launch. But the publishing giant continues to see opportunity in publishing a well-done science magazine, says *Discover*'s publisher, James Hayes.

Since redesigning in the fall of 1985, *Discover* has attracted 50 new national advertisers, he notes. Still, *Discover*'s ad pages were down for the first five months of this year. From January to May, the magazine ran 156.77 pages, down 5 percent from the same period last year. Ad revenue was up by 1 percent, to $2.52 million for the same five month period. *Discover*'s total paid circulation is 920,676, according to the Audit Bureau of Circulations' report for the six months ending December 1985. *Discover*'s total circulation was down 5.8 percent, compared to the same period in 1984.

Time Inc. is not yet sure just how much the acquisition will increase *Discover*'s subscriber base: *Science 86* subscribers have the option of either receiving *Discover* or getting a refund from Time Inc. Circulation for *Science 86* was 739,000 paid. About 100,000 of that was newsstand sales.

To date, Time Inc. has not changed *Discover*'s 850,000 rate base, nor has it increased ad rates.

Science 86's subscribers give *Discover* a higher demographic profile, explains Hayes. The latest study from Simmons Market Research Bureau reported that *Science 86* had more college-educated readers and professional managers in its audience than does *Discover*.

***Scientific American* sold at last**

Meanwhile, reports of in-house tension at the scholarly *Scientific American* have been quelled since management of Scientific American, Inc., accepted an offer to be purchased by Holtzbrinck.

The privately held company that publishes the monthly science magazine had been looking for a buyer since early 1986. Several media sources reported that in-fighting among stockholders prompted the search. Published accounts have reported that Dr. Arthur Sackler, a research psychiatrist who controls about 33 percent of the shares, was calling for management changes.

Jonathan Piel, Scientific American's president, denies reports of tension among the stockholders. Whether management structure or strategy will now change has not been decided, says Piel.

What is certain is that *Scientific American* has been suffering ad sales and circulation declines. Ad pages are down 30.8 percent for the first five months of 1986, compared to the same period last year. Circulation as of June 1986 was reportedly 600,000, down from 654,000 the previous June.

Some critics of the magazine claim

SCIENCE86
BRAIN GRAFTS
TRANSPLANTING TISSUE TO CURE DISEASE: THE FIRST EXPERIMENTS
KICKING COCAINE
DECODING THE MAYA'S LOST LANGUAGE
IS THE UNIVERSE FALLING APART
SCIENTIFIC AMERICAN
LASER FUSION
$2.50
August 1986

Discover ***gets a boost with the added circulation from the now defunct*** **Science 86.** ***Meanwhile, new owner Holtzbrinck will try to turn around*** **Scientific American's** ***ailing advertising fortunes.***

that the publication's editorial standards are putting a financial strain on the company. *Scientific American* publishes reports written by scientists, many of them Nobel Prize winners. The emphasis on such scholarly scientific information places the magazine at a disadvantage in competing with popular science magazines, in the view of these critics.

"The fact that we have a 66 percent renewal rate on subscriptions says a lot for our editorial vitality, and we never offer discount subscription rates," counters Piel. He also maintains that Madison Avenue has placed *Scientific American* in the wrong category. "We are not a science title, like the others. We are really a business magazine, like *Forbes* and *Fortune*."

The sale interested several major publishers. The bidders reportedly included Time Inc., The Economist Newspapers Ltd., International Thomson Organisation Ltd., Reed International Ltd., Elsevier and British Printing and Communications Corp. (BPC).

The deal was temporarily left in doubt when BPC made a counteroffer that topped Holtzbrinck's initial $50 million bid. BPC offered as much as $61 million in their pursuit of *Scientific American*. The board of directors finally decided on Holtzbrinck's final offer of $52.6 million.

Robert Maxwell, chairman of BPC's parent company, Pergamon Press, contends that his bid was rejected because he planned to change the current management, while Holtzbrinck agreed not to. Piel denied Maxwell's assertion, saying they accepted the bid from the company that offered the best fit with Scientific American. *(See "Briefings," page 9, for the latest developments in the science field.)* ☐

The ad sales scenario for science magazines

	First 5 mos. 1986		First 5 mos. 1985		% Increase/ decrease	
	Pages	**Revenue**	**Pages**	**Revenue**	**Pages**	**Revenue**
Scientific American	165.16	$4,118	238.68	$5,681	−30.8%	−27.5%
**Science 86*	89.39	1,657	136.56	2,438	−34.5	−32.0
Discover	156.77	2,518	165.01	2,492	−5.0	+1.0
Science Digest	69.94	981	135.85	1,994	−48.5	−50.8
Omni	281.53	6,791	274.46	5,842	+2.5	+16.2

Source: Publishers Information Bureau

**Science 86* was published 10 times per year. All other listed magazines are monthlies.

***Ad pages are down** for nearly all of the major science magazines, with the exception of* Omni. *The now defunct* Science 86 *dropped 34.5 percent in ad pages, and lost about the same percentage in ad sales revenue. The shake-out among computer companies is a big part of the advertising problem.*

Cahners enters consumer arena

Makes awaited entree by buying American Baby, Inc.

Newton, Mass.—Cahners Publishing Company, well known for its many business publications, is entering the consumer magazine field with its intended purchase of American Baby, Inc., New York City. Terms of the deal were not disclosed.

Cahners publishes 36 business magazines and directories in addition to running a trade show division. The company has been eager to enter the consumer magazine field, according to Walter Cahners, vice president, corporate development. "We've just been looking for the right fit," he says. "American Baby is a logical extension for us."

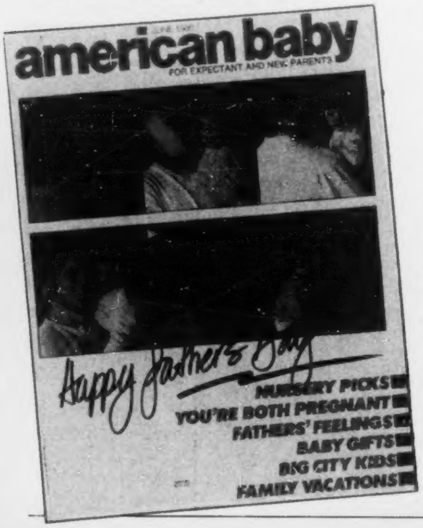
Like Cahners, American Baby serves its market not only with magazines, but other media as well. American Baby produces two cable television shows for new parents, and also owns a sampling company that dispenses product samples to new mothers in hospitals. Other activities encompass controlled mailings of special publications and distributing coupons to new parents. Special publications include *American Baby, the first year of life*, a magazine for parents of newborns.

Like Cahners, too, American Baby's publications are based primarily on qualified, nonpaid circulation, notes the Cahners executive. The flagship, *American Baby*, has a one million circulation. About 835,000 of that circulation is nonpaid.

Cahners approached American Baby this summer with an offer. "We decided the time was right to sell," says Mark Levine, one of the former co-owners. Partner Alan Goldberg had decided to retire after being in the business 27 years, reports Levine.

Levine will continue as president of American Baby, Inc.; and there are no plans to change other management.

American Baby had a net revenue of $21 million last year, according to Levine. Cahners is a division of the British firm Reed International Ltd. ☐



***The time was right** for American Baby to find a new owner.*

Former HBJ exec buys franchising magazine

Franchise is the latest venture for former Harcourt Brace Jovanovich vice president Don Gussow, now 78. He has formed PG Communications, Inc., New York City, to publish the one-year-old magazine which is directed at

C3735-1

Folio:

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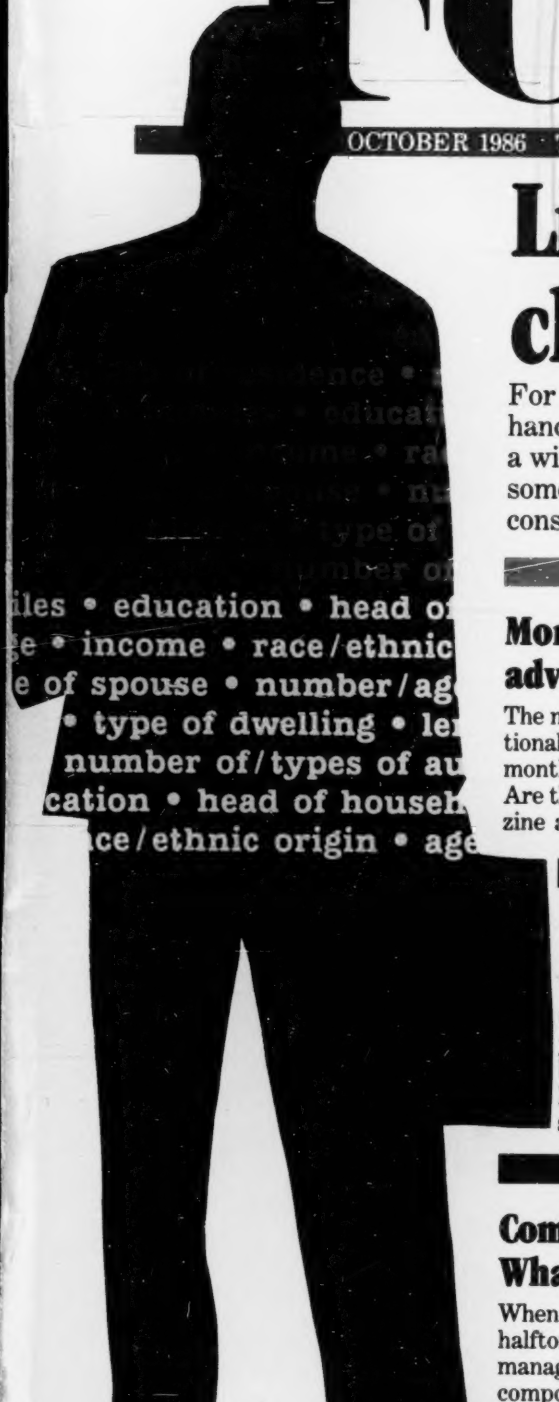
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List enhancement choices are vast

For most list managers and promotion directors, an enhanced database is all that's needed to take advantage of a wide variety of new marketing opportunities. The cost is sometimes high, but the rewards are worth it. A direct mail consultant explains why. **146**

More catalogs chase advertising dollars

The number of catalogers taking national ads has doubled in the last six months, according to one estimate. Are they a bona fide threat to magazine advertising revenue? **30**

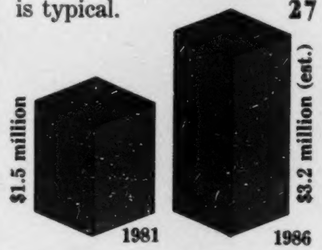
AVON FASHIONS
NM

'Merger mania' cooling off?

Compared to the last two years, 1986 has seen few blockbuster magazine acquisitions. But the market's vital signs are still strong. **35**

RDA payments grow sharply

Several factors, including the increase of RDA consultants, have given a dramatic boost to RDA payments. The rise in Petersen Publishing's cost is typical. **27**



Source: Petersen Publishing

Computerized halftones: What lies ahead?

When will we have magazine-quality halftone scanners for production managers who use microcomputer composition? Reasonably priced scanners are coming soon. **184**

October 1986

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The editor cheered the magazine industry with her sharp dissent to the pornography commission's findings. She discusses her controversial stance, the panel's shortcomings and why publishers should be alarmed.

PCs find fulfillment

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From preparing audit statements to monitoring employee productivity, fulfillment managers are discovering the joy of letting a personal computer do the work.

Repositioning is inevitable

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Repositioning is part of good strategic planning—a response to need, not crisis. It should be an ongoing part of sound state-of-the-art magazine management.

Marketers push for promotion

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As packaged-goods companies shift more marketing dollars to sales promotion, publishers are trying to keep pace with their demands for beefed-up merchandising and promotion.

Testing entry-level editors

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Harcourt Brace Jovanovich puts editorial applicants through a rigorous four-part test measuring skills, creativity.

Marketing loose enclosures

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A revision of the USPS regulations allows publishers to mail qualifying advertising with their magazines. Here's how to price and sell loose enclosures.

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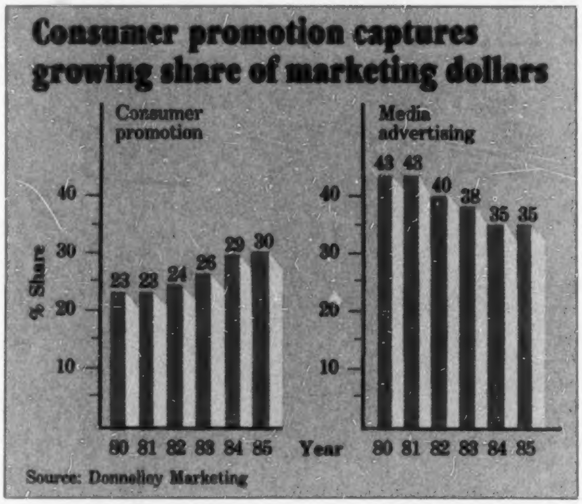
UPDATE

Marketers push for promotions

Publishers try to adapt to their advertisers' new infatuation with sales promotions



Source: Donnelley Marketing

***Packaged-goods** marketers have increased spending on consumer promotion. It now equals 30 percent of the marketing dollar, while advertising's share has fallen to 35 percent. The remainder is spent on trade promotion.*

New York City—One cause of the current sluggish advertising market is that major consumer goods companies are shifting marketing dollars into short-term sales promotions—and away from image-building media advertising. The trend is forcing many publishers to face difficult options: They either keep apace by expanding their promotional programs available to advertisers, or they kiss the ad dollars good-by.

"The clients are saying, 'We want more than pages; we want to use whatever the magazine has to help us move our goods,' " says Walter Joyce, marketing consultant. *Ms.* magazine advertising director Helen Barr puts it another way: "Advertisers are looking for value-added opportunities."

Marketers' love affair with promotions has been steadily warming. Heavyweights such as Quaker Oats Co., R. J. Reynolds Industries and Procter & Gamble Co. are all expanding their promotion programs. Last year packaged-goods companies spent about 30 cents of every marketing dollar on consumer promotion—up from 23 cents in 1980. In the same period, media advertising's chunk of the dollar fell from 43 cents to 35 cents, according to Donnelly Marketing.

"The promotional activity . . . is one of the pieces in this whole [advertising] softness," says *Ladies' Home*

(CONTINUED ON PAGE 45)

Publishers' RDA payments rise sharply in eighties

More claims are filed as consultants help retailers expedite process

Los Angeles—Retail display allowance (RDA) payments, which publishers pay retailers to obtain space on racks in retail stores, have doubled during the past five to seven years, and will reach an industry-wide total of $25 to $30 million in 1986, according to single-copy consultant David Miller, president of David Miller Associates.

A case in point is Los Angeles-based Petersen Publishing Co. In 1981, says Nigel Heaton, vice president of circulation, the company paid $1.5 million to retailers in RDA money. In 1986, he projects that this amount will be $3.2 million, more than twice as much. *(See chart next page.)*

Why has the cost of RDAs taken such a sharp turn upward in the eighties?

Basically, more RDA claims are being filed by retailers in a more efficient manner; more retailers have become aware of the opportunities to garner funds; and cover prices of magazines have been on the rise, so RDA payments, which are usually 10 percent of a magazine's cover price, have taken a concomitant jump.

The efficiency of RDA claim filing

Push for promotions

(CONTINUED FROM PAGE 27)

Journal publisher Robert Thomas, adding that clients "are asking us to do a lot more than they used to." And whereas advertisers typically request programs aimed at their sales force or retailers (known as trade promotion), now they are pressuring the magazine for more programs targeted directly at readers—such as baking contests or premium giveaways, Thomas says. "If you're able to do it, you get the promotion; if not, you don't."

The increase in promotion spending doesn't necessarily mean a proportionate decrease in advertising spending. Alan Waxenberg, publisher of *Redbook*, sees the upsurge in promotional activity as an "enormous" opportunity for the magazine because "usually those promotion dollars come out of budgets other than advertising." But the balance could certainly shift, he says, especially as business slows and advertisers scramble for "maximum impact" from marketing expenditures.

Smaller titles involved

It is not only the publishing giants playing the promotion game. *Ms.* magazine is significantly expanding its merchandising efforts, for instance. The magazine was hit hard by losses in the liquor, cigarette and financial services categories, Barr says, so a revved up promotional schedule is part of its efforts to draw new advertisers into the magazine.

"The women's service magazines have always done a good job [with promotions]. So have fashion magazines," Barr says. "In order to compete, the smaller books are going to have to get involved too."

Ms.'s strategy is to offer advertisers its easy access to influential women. When women's groups sponsor events, *Ms.* will be there giving out samples of advertisers' products, showing slides about advertisers, or handing out coupons. Its famous editor, Gloria Steinem, is not above making videotapes about selling cars to women for an automotive advertiser. For the magazine's fifteenth anniversary next year, *Ms.* will take a retrospective on women's progress on the road to shopping malls. Advertisers will be able to tie in with the show.

"We have an organization with

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some of the most important research on women," Barr explains. "We've opened ourselves up and said, 'Let's be helpful.' "

Cost prohibitive?

Although any publisher would like to be able to offer advertisers a barrage of promotional programs, such programs are costly. "We're not in the merchandising business, we don't have the staff," says Thomas of *Ladies' Home Journal*. "If I have to staff up, it's going to affect the rates, because someone has to pay for it."

Ron Galotti, publisher of *Mademoiselle*, agrees that most magazines are not equipped to handle extensive promotion programs such as those common to *Mademoiselle* and other fashion magazines. He has five merchandising editors on staff that coordinate the "*Mademoiselle* on Location" department store programs, for example. But because of the magazine's name and high profile among women, stores are willing to pay for the road show's visits, he notes.

Some 180 billion coupons were distributed last year. Magazines should be considering new techniques to entice more coupon business.

Barr of *Ms.* says too that advertisers are generally willing to share in the cost of a large-scale promotion. And the magazine doesn't have to use in-house staff to carry out major events—they can contract with promotional agencies. She hired two additional employees to work on merchandising and promotion, but next year's mall tour will be handled by an outside firm.

Lack critical mass

Although publishers say they are getting more and more pressure from advertisers to come up with merchandising and promotion packages, they stress that their role in a major marketer's overall sales promotion scheme is minuscule.

"One of the problems is that each magazine unto itself is not adequate as

(CONTINUED ON PAGE 52)

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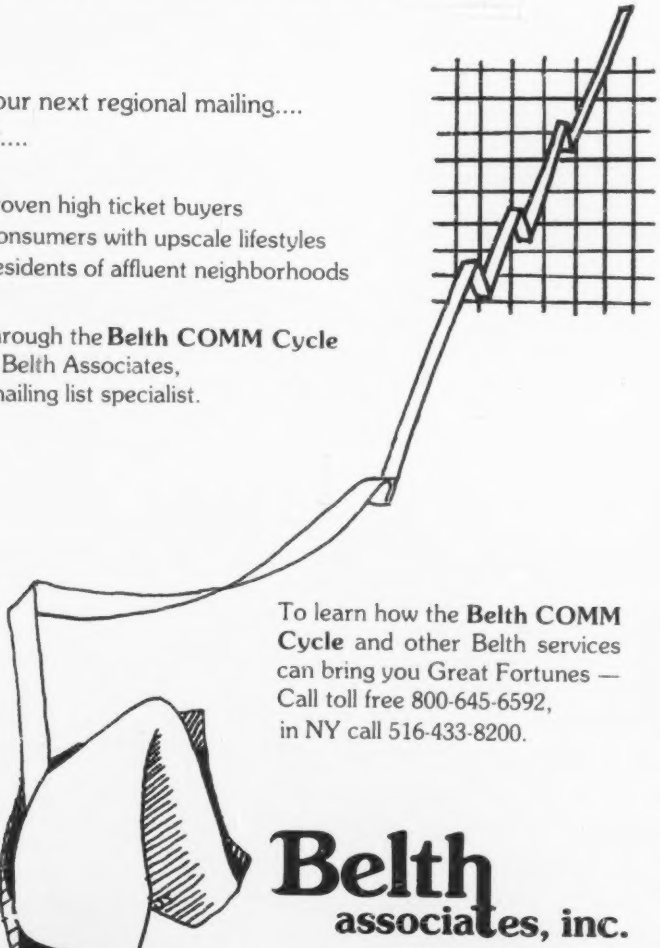
(CONTINUED FROM PAGE 47)

a promotion vehicle," explains Thomas Redd of *Family Circle*. Magazines can develop programs for a category of advertisers that might induce marketers to participate, he notes. But when it comes to the big marketers' own consumer sales promotions, they look for more efficient ways to reach the masses directly.

The coupon connection

Coupons are one of the primary promotional vehicles such marketers use. Some 180 billion coupons were distributed last year. Coupon distribution, especially through free-standing inserts in newspapers, has risen dramatically in the last five years, even as coupon redemption slips.

Although couponing comes under much criticism—mainly for its "quick-fix" orientation in generating sales rather than customers—the activity is not likely to taper off in the near future, observers say. Magazines are certainly part of the action as coupon carriers, but Leo Scullin, director of print media at the agency Young & Rubicam, warns that publishers "have to work on improving their coupon redemptions." Magazines should be considering new techniques such as "personalized" coupons, he says, to entice marketers to buy more pages for couponing.☐



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Inquiries mean business

Study gives evidence that 'literature collectors' are actually serious buyers

■ *Chicago*—Some advertisers complain that business magazine readers who inquire about advertised products are just "literature collectors," but in truth there is much data indicating that such readers are serious buyers and prime prospects, according to Jerome Neff, publishing vice president, Penton/IPC.

Neff, speaking at a Business Publications Audit of Circulation conference, outlined the evidence that publishers can use to convince skeptical advertisers that literature requests come from business people who need product information precisely because they are close to making a purchase decision. He also listed techniques that can be suggested to advertisers as means of generating more such inquiries.

Quoting from a study conducted by the Center for Marketing Communications, a former advertising research group, Neff reported that for every 1,000 persons making inquiries about advertisements, 26 percent purchased products, and 22 percent indicated that they planned to make purchases, while 52 percent said they had no immediate purchase plans.

The study also ranked product information sources in terms of how frequently they were used by respondents in preparation for purchasing products, Neff said. Personal collection of product information was ranked first in importance, followed by catalogs; inquiry cards keyed to advertisements; others in the company; salespeople; distributors; product postcards from card

C3935-1

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The Folio:400/1986

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***FAST-FINDER TAB**

TRUST

A relationship that
must
exist between printer
and publisher.

JUDD'S INCORPORATED PRINTERS

Judd's Incorporated
The Trust Company

The Folio:400/1986

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The Folio:400/1986 User Guide

Welcome to the eighth annual FOLIO:400. We are pleased to present our analysis of 1985's top 400 revenue publications in the United States to the advertising and marketing community.

As always, we urge you take a few moments to read this guide before plunging into the wide range of information contained in our analyses. Because, far from being a simple list of the 400 top dollar books, the FOLIO:400 remains the most thorough quantitative study of these influential publications available in any single source.

Included in the many tables that follow are absolute and year-to-year data for each magazine on average circulation, subscription circulation and revenue, newsstand circulation and revenue, ad pages and ad revenue, to name a few. We believe that, studied carefully, these measurements can illuminate many important aspects of magazines that are not always apparent via traditional media analyses. For instance, they can provide a quantitative feel for the vitality of a magazine's subscription circulation, often said to be the cornerstone of healthy primary readership. Or these data can reveal a book's relative advertising vitality among similarly positioned publications. Or, for readers working in new or unfamiliar markets, these figures can indicate which publications are the dominant ones and musts for serious advertisers. In sum, one can learn a great deal more about the most important magazines than simple cost efficiencies.

Within this user's guide, you will find a brief description of key FOLIO:400 features and measurements, and all the background necessary to understand how our information was derived.

I. The Features

The FOLIO:400 consists of three basic segments: the overall FOLIO:400 (which includes this introduction, the main ranking table of the top 400 magazines, and the indexes in the back of the book); our analyses of FOLIO:400 consumer publications; and analyses of FOLIO:400 business publications. Listed below are the key features within each segment and their section numbers.

The FOLIO:400 (section 1)

This is our main table of the top 400 magazines in the United States by total revenue, defined as advertising plus subscription plus newsstand dollars. *All magazines listed in subsequent tables throughout the book are among these 400.* This main table also lists eight other critical measurements for each magazine that are used in the analyses that follow.

Top 25 Consumer Magazines (sections 2-5)

These charts contain the top 25 consumer magazines, ranked according to 16 separate performance measurements. Examples of these are Top 25 Consumer Magazines by Net Change in Subscription Circulation ('84/'85) and Top 25 Consumer Monthlies by Ad Pages.

Fastest Growing Consumer Magazines (sections 6-13)

"Fastest Growing" is evaluated according to a publication's percentage growth in 1984 versus 1983. In each of eight major measurements, rang-

TOP 25 CONSUMER MAGAZINES

Avg. Subscription Circulation

Rank 1985	Magazine Name	1985 Average Subscription Circ.	% Chg. '84/'85
1	Reader's Digest	16,822,048	−1.1
2	Modern Maturity	12,228,659	18.4
3	National Geographic	10,418,833	1.8
4	TV Guide	8,568,850	−0.6
5	Better Homes and Gardens	7,460,802	−0.4
6	McCall's	5,578,791	1.3
7	Time	4,430,445	0.7
8	Guideposts	4,235,122	1.5
9	Ladies' Home Journal	4,149,511	1.4
10	Consumer Reports	3,472,392	16.1
11	Redbook	3,415,542	3.0
12	Good Housekeeping	3,395,315	−0.3
13	Newsweek	2,890,204	1.8
14	Prevention	2,736,070	−2.1
15	Sports Illustrated	2,689,737	4.4
16	American Legion	2,555,995	2.1
17	Playboy	2,504,869	5.9
18	Smithsonian	2,197,806	5.8
19	Southern Living	2,151,682	2.0
20	U.S.News & World Report	2,024,162	−0.5
21	VFW	1,865,743	0.8
22	Field & Stream	1,860,530	0.2
23	Highlights for Children	1,751,000	8.5
24	Workbasket	1,718,655	−2.1
25	Parents	1,620,153	1.5

Net Chg. in Avg. Sub. Circ. vs. '84

Rank 1985	Magazine Name	Net Chg. '84/'85	1985 Avg. Sub. Circ.
1	Modern Maturity	1,899,540	12,228,659
2	Consumer Reports	480,678	3,472,392
3	Gourmet	415,373	946,978
4	People Weekly	205,540	1,216,995
5	National Geographic	189,181	10,418,833
6	New Woman	151,465	536,069
7	Money	150,491	1,355,448
8	Country Living	144,604	956,128
9	Rolling Stone	143,720	703,146
10	Playboy	139,377	2,504,869
11	Highlights for Children	137,500	1,751,000
12	Family Circle	136,428	363,212
13	PC Magazine	128,369	236,060
14	Sesame Street	127,913	926,743
15	Smithsonian	120,927	2,197,806
16	Sports Illustrated	111,366	2,689,737
17	Essence	103,482	594,706
18	Redbook	100,809	3,415,542
19	50 Plus	99,001	414,165
20	Home	94,907	590,380
21	American Health	90,644	718,408
22	Inc.	87,358	580,158
23	Vanity Fair	81,292	302,593
24	Endless Vacation	80,806	459,856
25	PC World	74,053	223,028

Average Newsstand Circulation

Rank 1985	Magazine Name	1985 Average Newsstand Circ.	% Chg. '84/'85
1	TV Guide	8,463,030	−1.7
2	Family Circle	6,317,651	−6.2
3	Woman's Day	6,304,627	−4.6
4	National Enquirer	4,088,729	−1.6

Net Chg. in Avg. News. Circ. vs. '84

Rank 1985	Magazine Name	Net Chg. '84/'85	1985 Avg. News. Circ.
1	National Examiner	81,580	1,054,237
2	Redbook	74,154	733,891
3	Self	48,229	595,136
4	Country Living	46,083	486,429

Figures are FOLIO estimates for the calendar year 1985.

UserGuide

ing from total revenue to newsstand circulation, the top 10 growth books are listed. In addition to the overall winners, the 10 fastest growing books in five magazine size divisions are also presented. These breakdowns help place the growth percentages in the proper perspectives. For example, *Consumers Digest* grew fastest in ad revenue among all FOLIO:400 consumer magazines, with a 131.4 percent jump. However, since the magazine has less than $5 million in total ad revenue, that growth rate is more meaningful when placed in perspective with those of other magazines of comparable ad revenue size.

Consumer Market Performance Summaries (section 14)

Most FOLIO:400 consumer magazines have been assigned to at least one and at most two of 31 magazine "markets" (see below). Our market performance summaries are rankings of these markets' collective performances by eight different measurements: e.g., by average subscription circulation, by ad pages, etc.

(Continued on page 17)

FASTEST GROWING CONSUMER MAGAZINES BY ADVERTISING REVENUE

Overall

(All divisions)		% Chg. '84/'85	Ad Rev. ($000)
1	Consumers Digest	131.4	3,264
2	American Health	67.4	8,329
3	Connoisseur	57.9	7,291
4	Vanity Fair	52.7	6,165
5	Circus Magazine	50.5	2,608
6	Financial World	44.5	4,441
7	New Woman	44.0	10,047
8	Inside Sports	42.8	1,562
9	50 Plus	40.2	3,985
10	Modern Maturity	35.0	26,103

Division One

(Over $25 mil. ad revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	Modern Maturity	35.0	26,103
2	Rolling Stone	31.3	29,473
3	Car and Driver	26.6	34,801
4	Parade	26.1	196,380
5	Parents	22.5	38,003
6	Road & Track	20.7	29,864
7	Smithsonian	18.6	38,433
8	Ebony	17.6	38,241
9	Ladies' Home Journal	15.8	77,019
10	Life	14.0	39,856

Division Two

($10 - $25 mil. ad revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	New Woman	44.0	10,047
2	Gourmet	33.4	18,568
3	Country Living	33.2	21,243
4	Crain's Chicago Business	27.9	10,039
5	Motor Trend	24.6	23,254
6	Boating	24.1	13,856
7	Economist/U.S.Ed.	22.5	13,484
8	Working Mother	20.8	13,303
9	1,001 Home Ideas	19.6	10,665
10	Jet	19.3	12,353

Division Three

($5 - $10 mil. ad revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	American Health	67.4	8,329
2	Connoisseur	57.9	7,291
3	Vanity Fair	52.7	6,165
4	Food & Wine	34.4	7,765
5	Practical Homeowner	32.6	5,921
6	4-Wheel & Off-Road	30.7	5,544
7	Home	30.2	9,508
8	Video	24.0	6,779
9	Audio	23.1	8,671
10	Sky	21.2	9,533

Division Four

($3 - $5 mil. ad revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	Consumers Digest	131.4	3,264
2	Financial World	44.5	4,441
3	50 Plus	40.2	3,985
4	Four Wheeler	31.0	3,264

Division Five

(Less than $3 mil. ad revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	Circus Magazine	50.5	2,608
2	Inside Sports	42.8	1,562
3	Audubon	20.0	1,800
4	Muscle & Fitness	19.1	2,501

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Figures are FOLIO estimates for the calendar year 1985.

UserGuide

(Continued from page 12)

Consumer Market Analyses (sections 15-45)

As mentioned above, we have grouped most FOLIO:400 consumer magazines into 31 major magazine markets. Our markets, similar to Standard Rate & Data Service's classifications, present the results of our study for groups of magazines with conceptually similiar editorial. That is not to say magazines within a market are alike in every respect. In a narrow market such as Bridal, the books have quite a bit in common. In a diverse market such as Lifestyles, the magazines are quite different. Magazines may appear in a maximum of two markets, as determined by the FOLIO:400 editorial staff from information supplied by publishers and other industry sources.

We recommend you consult the Magazine Profiles section of each market analysis for editorial descriptions and primary SRDS classification numbers for each magazine in the market.

Each market analysis includes 24 charts of major revenue, circulation and growth statistics for market magazines. There are three exceptions: the Inflight and Sunday Magazines markets contain only 14 charts because books in these markets are not available by subscription or individually at the newsstand; the Maturity market contains 19 charts, as its magazines are available by subscription but not sold at the newsstand.

Top 25 Business Magazines (sections 46-48)

As do the top 25 consumer magazine tables, these rank our 135 FOLIO:400 specialized business magazines by 12 separate criteria.

Fastest Growing Business Magazines (sections 49-54)

The top 10 growth magazines among our business publications are charted according to six measurements. As in the corresponding consumer section, growth within each measurement is reported on both an overall basis and within three magazine revenue size divisions.

II. The Data

All data presented are FOLIO:400 estimates. Figures are compiled and evaluated by our editorial and research staffs, based on questionnaires mailed to more than 550 candidate publications and subsequent discussions with the magazines. Published industry reports, news items, and independent monitoring organizations also serve as a guide in our estimating processes. Printouts of results are sent to every FOLIO:400 qualifier so that any questions about their numbers can be addressed and resolved prior to publication.

Revenues

Total revenue is the sum of advertising revenue plus subscription revenue plus newsstand sales revenue, and is domestic only. Ad revenue is reported in gross terms, i.e. before agency commission, but minus best estimates for frequency discounts. Subscription revenue is determined by multiplying the average annual price of subscriptions by the average subscription circulation. Newsstand revenue is the product of average newsstand cover price, times newsstand circulation, times the magazine's frequency.

Circulation

For audited publications, all circulation figures are an average of semiannual audits. Figures are U.S. only, except in the case of magazines with international circulation of the same editorial issues as the U.S. issues. For unaudited publications, circulations are publisher estimates backed by the Statement of Ownership Management and Circulation (SOMC) forms required by the U.S. Postal Service.

Magazine Profiles

This information is supplied by the publications.

We hope you find The FOLIO:400 a useful tool in providing insights to better manage your magazine advertising programs. If you have any questions about our data, please contact our editorial staff in Stamford, Conn. We will be happy to help.

TRAVEL

Ad Pages

1	Travel & Leisure	1,269
2	Signature	673
3	Travel-Holiday	459
4	Motorland	170
5	National Geo. Traveler	155
6	Adventure Road	70
7	Endless Vacation	51
	Total	2,847

% Chg. Ad Pages

1985 vs. 1984		%
1	Endless Vacation	7.3
2	Travel-Holiday	2.8
3	Signature	−1.3
4	Travel & Leisure	−2.7
5	National Geo. Traveler	−26.9
6	Adventure Road	ne
7	Motorland	ne

Net Chg. Ad Pages

1985 vs. 1984		
1	Travel-Holiday	13
2	Endless Vacation	3
3	Signature	−9
4	Travel & Leisure	−35
5	National Geo. Traveler	−57
6	Adventure Road	ne
7	Motorland	ne
	Total	−85

Avg. Ad Pages/Copy

1	Travel & Leisure	106
2	Signature	56
3	National Geo. Traveler	39
4	Travel-Holiday	38
5	Motorland	28
6	Adventure Road	12
7	Endless Vacation	7

Folio: 400 magazines achieve record revenue in 1985

The 400 Overview

For the top 400 U.S. magazines, 1985 may well go down as the Year of Revenue. As a group, they set records in all three revenue categories—advertising, subscription and newsstand—in terms of total, gross dollar volume. Total revenue for the group is just under $13 billion, the highest since The FOLIO:400 began measuring magazine performances for the calendar year 1978. And among 1985's FOLIO:400, 263 reported overall revenue gains versus 1984.

Ad revenue contributes majority

The record ad revenue total for FOLIO:400 magazines in 1985 is $7.5 billion, or 58% of total revenue, up 6% from 1984. This increase comes despite a 4% decline in ad pages. A total of 252 of The 400 publications netted more ad revenue than a year ago, while 139 gained ad pages.

Total circulation revenue of $5.5 billion was up 7% versus 1984, outpacing ad revenue growth for the first time in three years. Subscription revenue of $3.3 billion grew a hefty 9%, and revenue from newsstand sales was $2.2 billion, up 3%. Among The 400, 235 publications experienced subscription revenue gains, while 131 grew in newsstand revenue.

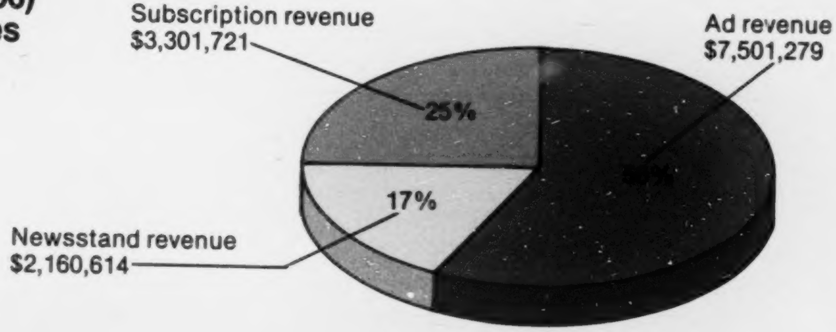
Circulation surges; subs, controlled responsible

Total average circulation for the FOLIO:400 reached 362 million copies, up 5% from 1984. Both measurements are FOLIO:400 records. Among The 400, 247 added circulation to the 1984 levels.

Subscriptions, accounting for 62% of total, reached 225 million for the group as a whole, nearly enough copies during an average publishing month for every man, woman and child in the country! Growth in this important circulation segment was a solid 5% versus 1984. But controlled circulation was the big growth area for The 400; it grew 19% to 63 million copies or 17% of the total. This is a trend we have seen for the last three years. Also continuing a trend for the third year in a row is the decline in newsstand circulation. In 1985, The 400's newsstand circula-

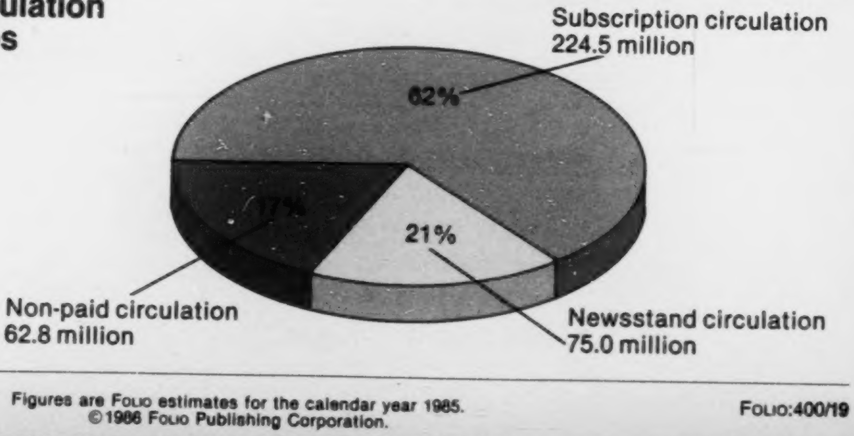
1985 Total revenue ($000)
All Folio:400 magazines

Total revenue
$12,963,615



1985 Total average circulation
All Folio:400 magazines

Total avg. circulation
362.2 million



Figures are FOLIO estimates for the calendar year 1985.

tion shrank to 75 million copies or 21% of the total. This represented a drop of 3% from 1984.

Among FOLIO:400 publications, 204 of a possible 321 gained in subscription circulation versus 1984; 91 of the 236 distributed at newsstands grew; and 71 of 108 controlled publications expanded their circulations.

Recognizing their 1985 total revenue as among the top 400 in the U.S., The FOLIO:400 welcomes 33 publications to its ranks this year. Among these FOLIO:400 newcomers are 24 consumer and 9 specialized business publications.

Consumer publications overview

Triple 6s may be the Devil's number, but they were music to consumer magazine publisher's ears in 1985. Total revenue, ad revenue and average circulation for the group of 265 FOLIO:400 consumer publications all grew 6% versus 1984.

Total revenue for the group reached $11.4 billion in 1985, up 6% from a year ago, and now accounts for 88% of total revenue for the entire 400.

Although they carry about half of the ad pages, the 265 consumer publications in The Folio:400 receive more than 80% of the ad dollars. And, spurred on by 6% growth versus 1984, ad revenue among them topped $6 billion for the first time. Ad pages among these 265 publications dropped 4% from a year ago.

On the circulation revenue front, our consumer books also had a lot to be happy about. Duplicating the trend among all FOLIO:400 magazines, 1985 consumer circulation revenue grew faster (7%) than ad revenue, reversing three years of the opposite trend, to hit $5.3 billion. Largely responsible was sub revenue, which grew 9% and exceeded $3 billion. But newsstand revenue was also strong, up 3% from 1984.

Subscription circulation dollar gains were not simply the result of higher prices. Average sub circ for the 265 FOLIO:400 consumer publications grew 5%, the best pace in five years. Significant growth continued in non-paid circulation among the consumer books, this time by 23%. Expansion in this sector appears to be due in large part to the strong year-to-year circulation performances of the Sunday supplements, most notably *Parade* and *USA Weekend*.

Unlike subs and non-paid, however, newsstand circulation has continued to soften, dropping 2%.

Great Performances

The FOLIO:400 is a ranking of the 400 largest magazines in the U.S based on their estimated total, annual revenue, defined as advertising plus circulation dollars. However, readers familiar with The 400 know we also provide a large body of other absolute and comparative statistical information, ranging from ad page growth

1985 performance composite—all Folio:400 magazines

		1985 (% of total)	1984 (% of total)	Index
Revenues ($millions)	Total revenue	12,964 (100)	12,233 (100)	106
	Total ad revenue	7,501 (58)	7,104 (58)	106
	Total subscription revenue	3,302 (25)	3,029 (25)	109
	Total newsstand revenue	2,161 (17)	2,100 (17)	103
	Consumer mags. total revenue	11,371 (88)	10,694 (87)	106
	Business mags. total revenue	1,593 (12)	1,537 (13)	104
Ad pages	Total ad pages	539,594 (100)	562,144 (100)	96
	Consumer mags. total ad pages	267,399 (50)	276,942 (49)	97
	Business mags. total ad pages	272,195 (50)	285,202 (51)	95
Circulation (millions of copies)	Total average circulation	362.2 (100)	343.6 (100)	105
	Total avg. subscription circ.	224.5 (62)	213.8 (62)	105
	Total avg. newsstand circ.	75.0 (21)	76.9 (22)	97
	Total avg. non-paid circ.	62.8 (17)	53.0 (16)	119
	Consumer mags. total avg. circ.	345.2 (95)	326.0 (95)	106
	Business mags. total avg. circ.	17.1 (5)	17.5 (5)	97

Figures are FOLIO estimates for the calendar year 1985.

to net change in newsstand revenue, on a publication-by-publication basis. From this data, we are pleased to call your attention to some notable performances among FOLIO:400 publications.

Top of the heap

The top three revenue producers in U.S. magazine publishing continue to be *TV Guide, Time,* and *People*, in that order, as they were in 1984. *TV Guide*'s staggering total estimated 1985 revenue of just under $782 million is some $200 million more than second place *Time*, no small potato at $578 million. Following *Time* is sister *People*, which did $429 million in its 12th year of publication, and can expect to be one of the Harvard Business School's all-time classic case histories.

Elsewhere in the upper echelons of The 400, some growths should be noted. A most dramatic rise among the 25 largest publications belongs to *Parade*, which vaulted into 11th place in 1985. Total revenue for the Sunday publication grew 26% to just over $198 million, no small feat when you're already doing over $157 million. Also among the top 25, *Star* recorded total 1985 revenue growth of 18% behind its redesigned magazine format and moved into the 23rd slot.

Ladder climbers

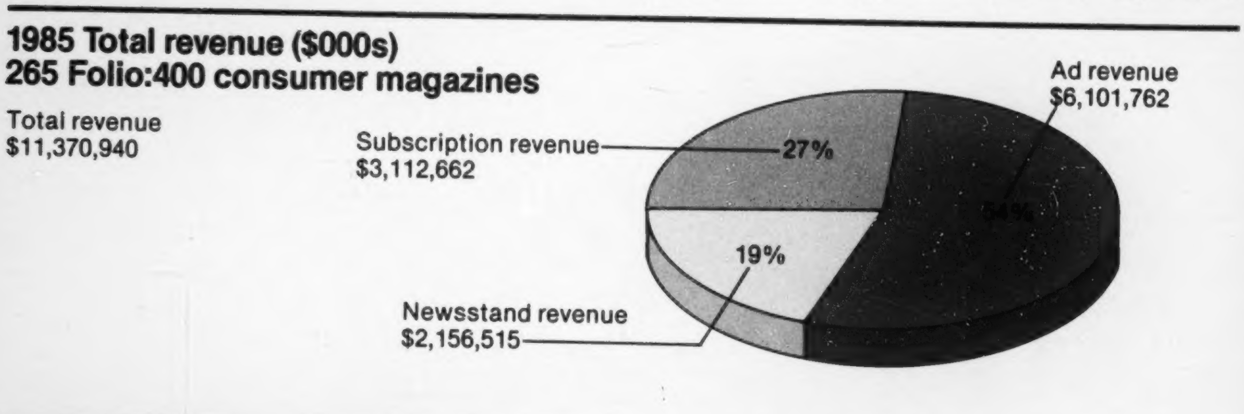
But growing fastest among the FOLIO:400 is the aptly named *Success!*. With total revenue growing 49.3%, *Success!* moved to the 300th spot in 1985. It's hard to believe that only three years ago, this publication ranked last among The 400.

Gourmet served up the second-fastest growth in 1985 total revenue. A tasty 44% increase vs. 1984 carried Conde Nast's "*Magazine of Good Living*" to a rank of 68. *Connoisseur*, which increased its total revenue at a fourth-place pace, vaulted to position 220. Total revenue for this Hearst publication jumped a classy 37.7% vs. a year ago. That's what we call upward mobility.

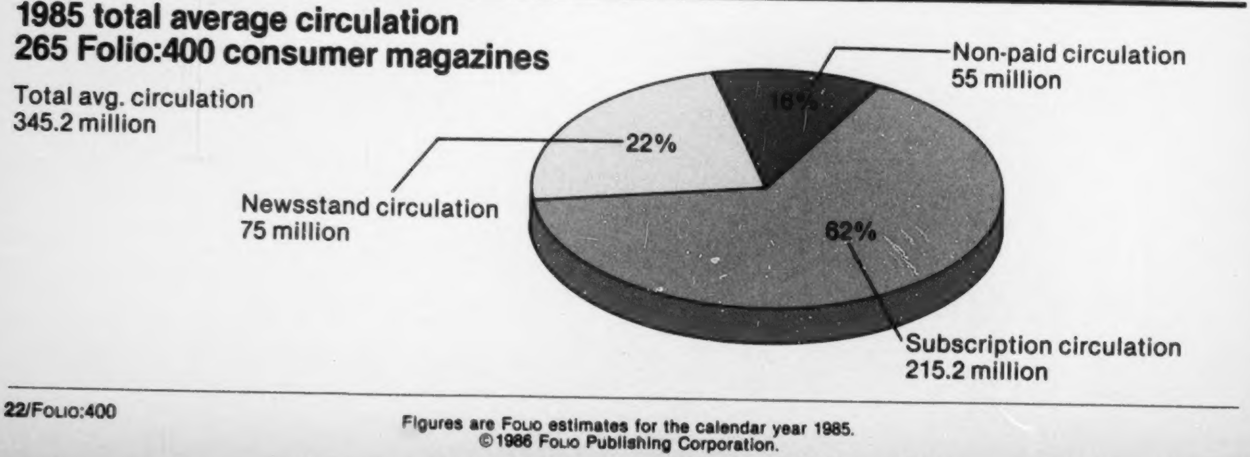
Proving that growth spurts are not limited to youth are two moving and shaking maturity books. *Modern Maturity* and *50 Plus* raised total dollars by the third- and sixth-fastest rates, respectively. Hardly stodgy are *Modern Maturity*'s 38.6% boost and *50 Plus*'s 37.7% more dollars in 1985 vs. 1984. These youthful leaps landed the books hearty ranks of 42 and 281, respectively.

Agency & client favorites—Consumer publications

Consumers Digest is now in its third year of accepting advertising, and advertisers have evidently heeded the call. The magazine led all FOLIO:400 consumer magazines in



1985 Total revenue ($000s)
265 Folio:400 consumer magazines



1985 total average circulation
265 Folio:400 consumer magazines

Figures are FOLIO estimates for the calendar year 1985.

both percent ad page and percent ad revenue growth, up 105% and 131% respectively from 1984 levels. Second fastest percent ad growth was the property of *American Health*. In 1985, this multi-talented performer netted 38% more ad pages and 67% more ad revenue than in its banner year 1984. Healthy indeed! *Financial World* has the third-highest percent increase in ad pages, up 33% from a year ago. A repeat performer, *Connoisseur* took third place in percent ad revenue growth, up 58%.

But percent growth is not the only way to measure a great performance. The largest absolute growth, or net change, is an equally honorable distinction. And in ad revenue, *Parade* earned it with a remarkable $41 million more in 1985 than in 1984 to lead all FOLIO:400 publications in that measurement. The most additional ad pages were carried by *Crain's Chicago Business* with 313 more than in 1984.

The second-highest net change in ad revenue goes to Time Inc. giant *People*, collecting nearly $18 million more from a variety of advertisers. *American Way* enjoyed the second largest absolute bump in ad pages—plus 258—reflecting the doubling of its frequency in 1985 from monthly to bi-weekly. In third place with an ad revenue net change of plus $15 million is *Family Circle*. Its ad page counterpart is *New York*, which added 166 pages to its 1984 total.

Readers' favorites—Consumer publications

The 1985 leader in total average circulation growth (%) is *PC Magazine*, up 66% from 1984. *PC* also took the honors in subcription growth, selling 119% more subs than in 1984. At the newsstand, it's *Nation's Business* with the top growth, up 206% from 1984.

Second place in percent growth, in both total and subscription circulation, is *Gourmet*, up 63% and 78% respectively. *Health* is the runner-up in newsstand growth with a 166% increase. Placing third in these measurements are: *Vanity Fair* for total circulation growth of 36%; *Family Circle*, up 60% in subs; and *Food & Wine*, up 77% at the newsstand.

Repeat performers took the top places in our circulation revenue percent growth. In subscription revenue, it's *PC* on top again, up 126% versus 1984. Second is *Gourmet*, up 73%, and third at plus 70% is *Family Circle*.

Paid copies at the newsstand gave *Nation's Business* the top revenue growth there, up 221%, while *Consumer's Digest*, up 207% has the second best pace. Third in percent growth in newsstand revenue is *Health*, up 153%.

But looking at absolute circulation growth in 1985 tells a different story. *Parade* turned in the top performance in total average circulation gains, blanketing the country with over 4 million more copies in 1985. *Modern Maturity* was second with just under 2 million additional copies, and *Consumer Reports* was third, adding 475,000 copies.

Modern Maturity (available only via subscription) and *Consumer Reports* attributed their impressive gains entirely to subscriptions, where they were one/two in absolute growth. Joining them with the third highest sub circ growth was *Gourmet*, which added 415,000 names to its mailing list. At the newsstand, where many publications experienced circulation declines, *National Examiner* sold nearly 82,000 more copies, with *Redbook* and *Self* following in absolute growth, adding just over 74,000 and 48,000 copies respectively to their 1984 newsstand circs.

Please turn to page 173 for a roundup of Great Performances among FOLIO:400 business magazines.

1985 performance composite—265 Folio:400 consumer magazines

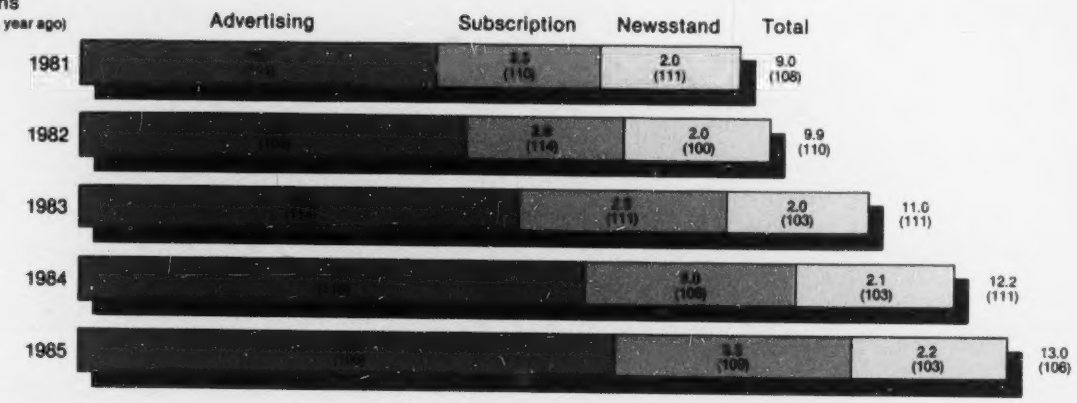
		1985 (% of total)	1984 (% of total)	Index
Revenues ($millions)	Total revenue	11,371 (100)	10,707 (100)	106
	Ad revenue	6,102 (54)	5,755 (54)	106
	Subscription revenue	3,113 (27)	2,856 (27)	109
	Newsstand revenue	2,157 (19)	2,096 (19)	103
Ad pages		267,399 (100)	277,517 (100)	96
Circulation (millions of copies)	Total average circulation	345.2 (100)	326.4 (100)	106
	Total average subscription circ.	215.2 (62)	204.7 (63)	105
	Total average newsstand circ.	75.0 (22)	76.9 (23)	98
	Total average controlled circ.	55.0 (16)	44.8 (14)	123

Figures are FOLIO estimates for the calendar year 1985.

Five year summary of all Folio:400 magazines

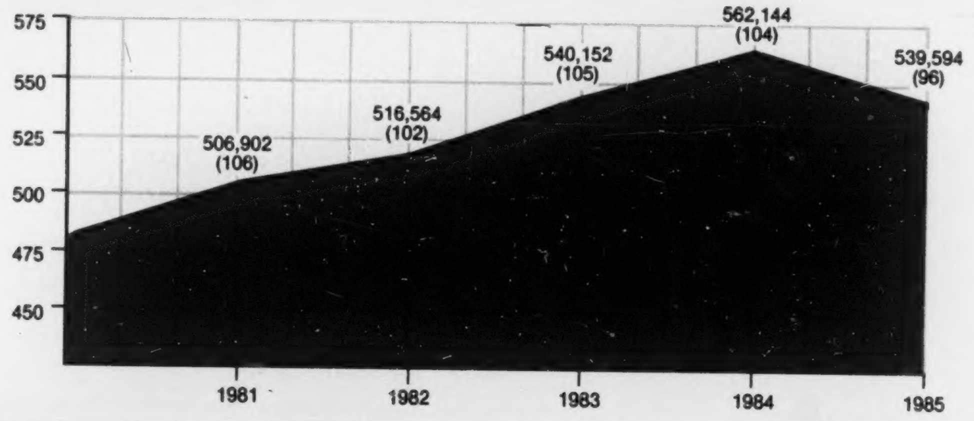
Revenues

$ billions
(Index vs. year ago)



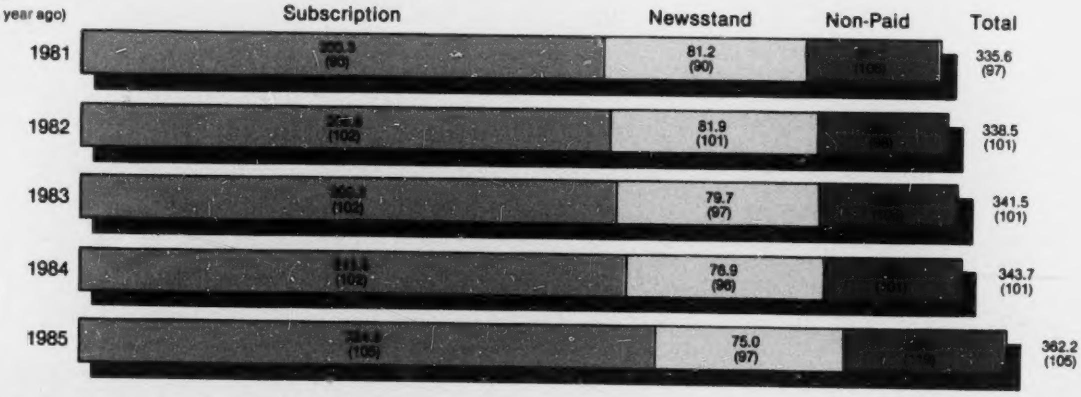
Ad Pages

(Index vs. year ago)



Average circulation

millions
(Index vs. year ago)



Indexes are actual; numbers are rounded to first decimal.

Figures are Folio estimates for the calendar year 1985.

1 THE FOLIO:400

The Folio:400

The Eighth Annual Ranking
of the
Top 400 Revenue Publications
in the United States
for the Calendar Year 1985

The Folio:400

Rank '85	Magazine name	Est. 1985 Total Revenue ($000)	Total Revenue % Chg. '84/'85	Est. 1985 Ad Revenue ($000)	Est. 1985 Sub. Revenue ($000)	Est. 1985 Newstd. Revenue ($000)	Est. 1985 Ad Pages	Est. 1985 Average Circ.	Est. 1985 Average Sub. Circ.	Est. 1985 Average Newsstand Circ.
1	TV Guide	781,700	5.1	313,975	203,679	264,047	3,670	17,031,879	8,568,850	8,463,030
2	Time	577,673	6.8	346,570	208,859	22,244	2,696	4,649,814	4,430,445	219,369
3	People Weekly	429,025	10.9	250,759	48,566	129,700	3,866	2,901,197	1,216,995	1,684,202
4	Sports Illustrated	366,366	6.7	237,355	117,078	11,932	2,786	2,782,872	2,669,737	113,136
5	Newsweek	352,096	-0.2	247,079	88,414	16,603	2,714	3,058,246	2,890,204	168,042
6	Reader's Digest	316,027	0.2	110,558	188,390	17,080	1,071	17,770,915	16,822,048	948,867
7	Family Circle	244,482	10.1	145,788	5,257	93,438	1,853	6,680,863	363,212	6,317,651
8	Good Housekeeping	226,282	2.0	142,376	42,141	41,765	2,053	5,180,142	3,395,315	1,784,827
9	Better Homes and Gardens	205,548	0.3	123,262	71,538	10,748	1,363	8,042,230	7,460,602	581,628
10	BusinessWeek/N.Amer.Ed.	198,392	-7.2	169,100	26,920	2,372	4,214	788,209	765,069	23,140
11	Parade	198,390	26.1	198,390	0	0	657	27,920,000	0	0
12	Woman's Day	198,073	-0.2	107,347	949	89,778	1,422	6,367,387	62,760	6,304,627
13	National Geographic	188,205	2.6	31,922	156,282	0	280	10,418,833	10,418,833	0
14	National Enquirer	180,544	0.9	31,100	8,587	140,857	1,404	4,534,051	445,322	4,088,729
15	U.S.News & World Report	175,862	1.0	102,641	68,209	5,011	1,779	2,077,277	2,024,162	53,115
16	Playboy	172,332	0.6	57,735	49,604	64,993	912	4,131,325	2,504,869	1,626,456
17	Cosmopolitan	167,465	3.6	100,757	5,429	61,279	2,437	2,921,450	302,679	2,618,771
18	McCall's	159,545	12.1	80,849	66,210	12,486	1,157	6,272,442	5,578,791	693,651
19	Penthouse	152,411	-9.9	20,179	7,750	124,482	490	3,090,869	225,260	2,865,610
20	Ladies' Home Journal	150,858	10.4	77,019	56,054	17,786	1,362	5,137,601	4,149,511	988,090
21	Forbes	145,460	5.9	115,826	26,464	3,170	3,711	729,167	693,910	35,258
22	Fortune	144,026	4.7	115,743	25,578	2,705	3,273	729,024	697,776	31,248
23	Star	129,409	18.3	10,048	3,236	116,125	605	3,429,855	159,662	3,270,194
24	Glamour	121,997	10.5	76,571	9,831	35,795	2,136	2,284,114	754,394	1,529,720
25	New York Times Magazine	109,609	-1.3	109,609	0	0	4,360	1,5[illegible]6,030	0	0

the travel
VOGUE
VOGUE ranks first, among leading travel magazines, as the most cost-efficient way to reach women who travel domestically and internationally.

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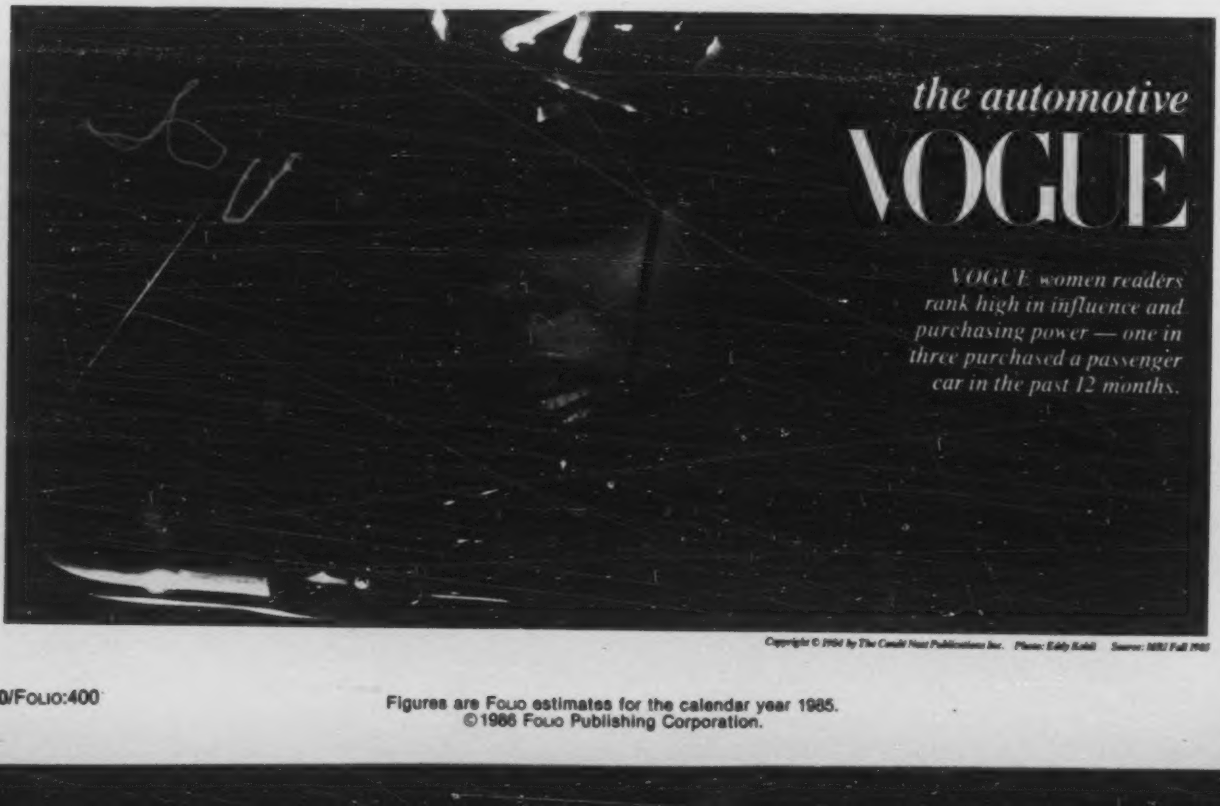
Figures are FOLIO estimates for the calendar year 1985.

The Folio:400

Rank '85	Magazine name	Est. 1985 Total Revenue ($000)	Total Revenue % Chg. '84/'85	Est. 1985 Ad Revenue ($000)	Est. 1985 Sub. Revenue ($000)	Est. 1985 Newstd. Revenue ($000)	Est. 1985 Ad Pages	Est. 1985 Average Circ.	Est. 1985 Average Sub. Circ.	Est. 1985 Average Newsstand Circ.
26	**Money**	107,619	11.8	62,271	35,808	9,539	1,461	1,661,188	1,355,448	305,740
27	**Vogue**	107,434	5.3	71,509	8,361	27,565	3,246	1,187,714	432,107	755,607
28	**Southern Living**	100,633	10.7	57,774	38,168	4,691	1,588	2,308,055	2,151,682	156,374
29	**Redbook**	98,993	6.8	57,179	28,604	13,210	1,165	4,149,433	3,415,542	733,891
30	**USA Weekend**	93,152	6.7	93,152	0	0	677	13,110,893	0	0
31	**Life**	85,918	12.1	39,856	24,405	21,657	772	1,566,697	918,470	648,227
32	**Smithsonian**	76,265	13.4	36,433	39,561	272	1,075	2,206,871	2,197,806	9,065
33	**New Yorker**	67,711	-9.7	52,695	12,454	2,562	2,997	504,261	471,417	32,845
34	**Sunset**	62,923	6.1	47,979	13,240	1,705	1,837	1,398,618	1,303,913	94,705
35	**Ebony**	61,642	12.2	38,241	18,263	5,139	1,201	1,736,667	1,508,883	227,784
36	**Seventeen**	60,286	4.6	34,146	16,838	9,302	1,438	1,744,068	1,227,275	516,793
37	**Parents**	59,735	14.7	38,003	19,442	2,291	1,131	1,718,052	1,620,153	97,899
38	**Consumer Reports**	59,312	26.6	0	55,558	3,753	0	3,618,553	3,472,392	146,161
39	**Mademoiselle**	59,096	0.1	34,147	4,610	20,339	1,503	1,215,398	346,194	869,205
40	**Field & Stream**	57,626	6.2	36,244	18,051	3,331	1,048	2,008,171	1,860,530	147,642
41	**Prevention**	55,898	2.0	15,049	37,943	2,905	776	2,897,485	2,736,070	161,415
42	**Modern Maturity**	55,452	38.6	26,103	29,349	0	276	12,228,659	12,228,659	0
43	**Rolling Stone**	54,816	31.1	29,473	11,461	13,883	1,180	990,938	703,146	287,793
44	**Golf Digest**	54,342	11.5	35,659	16,318	2,365	1,066	1,231,295	1,130,229	101,066
45	**Computerworld**	54,256	-1.9	49,300	4,956	0	5,154	126,832	126,832	0
46	**Globe**	53,972	2.4	6,314	938	46,720	1,020	1,729,600	65,774	1,663,826
47	**New York**	52,750	10.4	38,331	10,741	3,679	3,151	441,701	400,827	40,874
48	**Architectural Digest**	52,084	2.3	26,653	18,201	5,231	1,572	610,463	513,599	96,864
49	**Travel & Leisure**	51,746	13.3	30,184	21,212	350	1,269	985,156	975,280	9,876
50	**Car and Driver**	50,517	22.8	34,801	8,996	6,721	1,224	906,745	664,296	242,449


the automotive
VOGUE
VOGUE women readers
rank high in influence and
purchasing power — one in
three purchased a passenger
car in the past 12 months.

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The Folio:400

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51	**Woman's World**	48,725	ne	226	0	48,499	17	1,326,202	0	1,326,202
52	**Self**	47,316	10.2	26,266	7,124	13,926	1,182	1,105,895	510,759	595,136
53	**Popular Mechanics**	46,937	5.2	28,714	12,740	5,484	1,154	1,662,859	1,358,195	304,664
54	**Country Living**	46,051	22.4	21,243	13,426	11,382	841	1,442,557	956,128	486,429
55	**Harper's Bazaar**	45,729	1.5	31,105	3,693	10,932	1,750	754,672	308,115	446,557
56	**Gentleman's Quarterly**	45,582	7.2	29,492	4,730	11,360	1,863	645,348	266,672	378,676
57	**Esquire**	44,112	5.4	32,003	7,886	4,223	1,374	705,558	569,145	136,413
58	**Road & Track**	43,302	18.9	29,864	5,940	7,498	1,341	735,202	452,463	282,739
59	**Bon Appetit**	43,165	5.6	26,332	13,331	3,502	1,114	1,304,557	1,161,509	143,048
60	**PC Magazine**	43,012	15.3	35,000	5,668	2,344	4,528	266,618	236,060	30,558
61	**Inc.**	42,198	-3.6	32,068	9,123	1,008	1,150	608,156	580,158	27,998
62	**PC Week**	40,700	ne	40,700	0	0	5,103	104,635	0	0
63	**Jet**	40,188	-0.7	12,353	17,400	10,435	961	817,160	656,617	160,544
64	**Barron's**	39,830	-0.3	22,463	9,068	8,299	2,307	256,821	150,424	106,397
65	**Popular Science**	39,760	-5.0	21,080	14,269	4,391	790	1,810,367	1,601,307	209,060
66	**Outdoor Life**	38,975	2.5	20,639	15,307	3,028	849	1,507,813	1,363,604	144,209
67	**Women's Wear Daily**	37,734	5.8	33,631	3,756	347	6,526	64,581	62,743	1,838
68	**Gourmet**	37,427	44.0	18,568	15,607	3,251	1,142	1,077,234	946,978	130,256
69	**House Beautiful**	37,315	-4.4	24,192	7,229	5,894	973	839,701	587,816	251,886
70	**Byte**	36,694	-1.0	26,274	6,204	4,217	3,613	388,566	296,677	91,889
71	**Town & Country**	36,175	0.8	26,700	5,808	3,666	1,756	428,485	326,661	101,824
72	**Omni**	36,023	-1.8	16,241	10,233	9,549	729	863,276	549,984	313,292
73	**House & Garden**	35,827	6.5	20,647	10,829	4,351	1,160	616,447	525,810	90,638
74	**Sporting News**	34,923	7.1	7,757	21,835	5,330	508	712,855	657,846	55,009
75	**Restaurants & Insts.**	34,182	12.1	34,182	0	0	4,480	129,474	0	0

ne = not estimated

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76	Av. Week & Space Tech.	34,151	10.6	27,387	6,764	0	3,861	141,897	141,897	0
77	Motor Trend	33,504	20.3	23,254	4,921	5,328	894	765,853	548,187	217,667
78	National Examiner	32,973	16.8	3,157	213	29,603	510	1,070,231	15,994	1,054,237
79	Farm Journal	32,171	-6.5	24,448	7,723	0	677	860,968	860,968	0
80	1,001 Home Ideas	31,997	17.8	10,665	20,379	954	588	1,536,992	1,499,671	37,322
81	New Woman	31,163	22.8	10,047	6,825	14,291	679	1,156,344	536,069	620,276
82	Us	31,040	-5.3	8,257	8,759	14,024	515	950,309	546,737	403,572
83	Home Mechanix	31,003	-9.8	16,722	12,078	2,202	773	1,411,902	1,297,199	114,704
84	Advertising Age	30,969	2.9	26,213	4,532	224	3,447	88,072	85,982	2,090
85	Highlights for Children	30,643	8.5	0	30,643	0	0	1,751,000	1,751,000	0
86	Bride's	30,482	1.6	22,959	431	7,092	1,814	375,587	37,862	337,725
87	Working Woman	30,405	9.2	20,813	8,636	756	1,236	715,664	690,453	25,211
88	Popular Photography	30,381	-8.9	22,644	5,176	2,560	937	899,092	789,687	109,405
89	Scientific American	29,409	-12.4	13,207	12,082	4,120	567	640,771	503,439	137,333
90	PC World	28,206	10.3	22,631	3,423	2,153	2,516	283,846	223,028	60,816
91	Institutional Investor	27,686	15.1	25,847	1,839	0	1,785	95,130	13,624	0
92	Changing Times	27,615	-2.7	12,201	14,684	730	492	1,425,751	1,391,004	34,747
93	Discover	27,437	-11.6	6,393	17,176	3,868	417	936,636	807,697	128,940
94	Guideposts	27,296	11.6	0	27,296	0	0	4,235,122	4,235,122	0
95	Modern Bride	27,171	9.1	20,652	425	6,094	1,719	330,332	40,131	290,202
96	W	26,980	11.3	20,470	4,836	1,672	1,316	212,577	186,648	25,930
97	EDN	26,900	4.1	26,900	0	0	5,659	125,745	0	0
98	Soap Opera Digest	26,401	9.8	2,320	6,945	17,136	317	768,255	327,503	440,752
99	True Story	26,383	4.7	10,841	11,166	4,374	632	1,518,715	1,227,099	291,617
100	Golf Magazine	26,353	2.7	16,863	7,553	1,937	739	804,124	722,599	81,525

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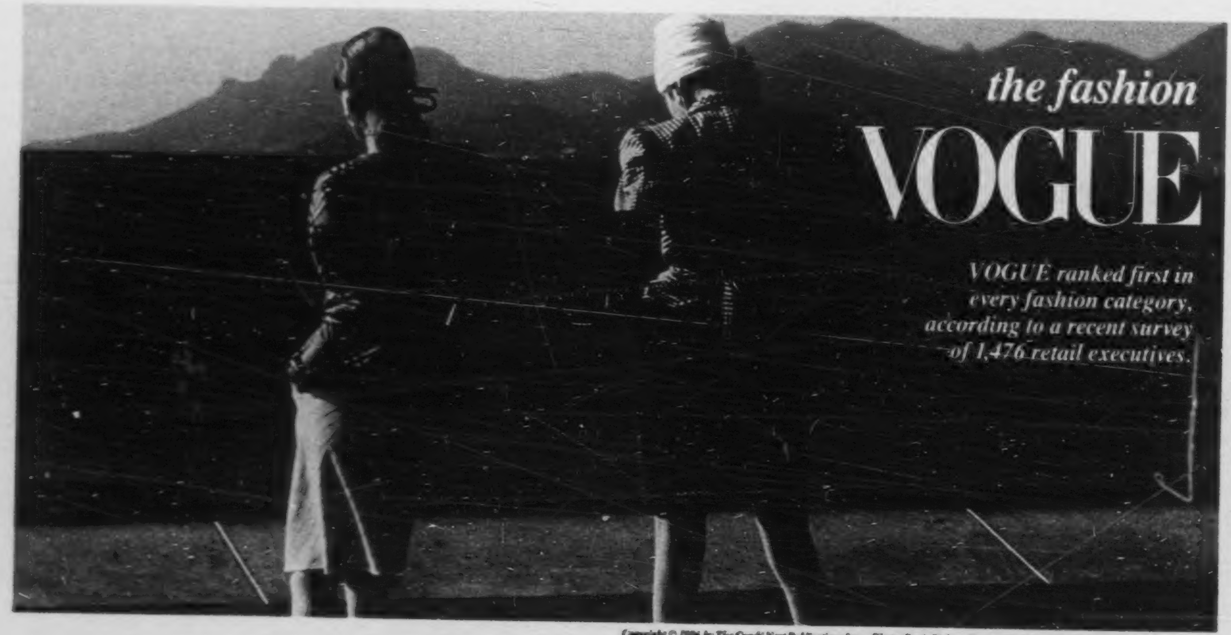
the fashion
VOGUE
VOGUE ranked first in every fashion category, according to a recent survey of 1,476 retail executives.

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101	**Electronic Design**	26,000	-6.3	26,000	0	0	5,155	128,184	0	0
102	**Essence**	25,078	16.7	15,358	6,008	3,713	951	800,960	594,706	206,255
103	**Hot Rod**	24,866	8.0	12,374	5,701	6,791	705	856,829	562,098	294,732
104	**New England Jour. of Med.**	24,693	2.1	14,670	10,023	0	4,507	214,629	213,253	0
105	**Personal Computing**	24,516	-7.4	17,000	5,891	1,625	1,791	533,748	485,217	48,531
106	**Modern Photography**	24,039	3.7	14,895	6,777	2,366	1,088	737,415	638,812	98,603
107	**Family Handyman**	23,048	1.5	11,260	10,752	1,037	649	1,206,596	1,147,363	59,234
108	**Electronic News**	22,933	-16.5	20,568	2,365	0	3,360	67,442	67,442	0
109	**Rodale's Org. Gardening**	22,814	-3.2	8,707	13,892	215	695	1,266,423	1,257,231	9,192
110	**Sport**	22,764	2.9	11,231	7,906	3,627	520	931,637	780,531	151,106
111	**Metropolitan Home**	22,716	3.5	13,870	6,935	1,911	774	718,128	650,666	67,463
112	**L.A. Times Magazine**	22,471	4.4	22,471	0	0	1,156	1,332,138	0	0
113	**Yankee**	22,333	7.8	7,954	13,094	1,284	948	997,570	927,148	70,422
114	**Signature**	21,938	18.1	9,989	11,949	0	673	789,782	789,782	0
115	**Economist/U.S.Ed.**	21,319	17.8	13,484	6,738	1,097	2,512	106,326	97,723	8,604
116	**Adweek**	21,193	24.9	18,823	2,222	148	2,481	60,797	47,272	1,540
117	**'Teen**	21,157	0.6	8,712	7,176	5,270	580	1,039,437	746,661	292,776
118	**Tennis**	20,651	4.5	15,070	4,578	1,004	959	507,337	460,348	46,990
119	**Medical Economics**	20,225	-6.0	19,485	740	0	3,397	173,427	19,486	0
120	**Sports Afield**	20,225	3.8	13,930	3,695	2,600	1,034	523,904	412,792	111,112
121	**Gallery**	20,078	1.4	578	521	18,978	140	464,649	22,881	441,768
122	**Texas Monthly**	20,041	2.0	15,623	3,311	1,107	1,640	265,082	238,955	46,128
123	**Working Mother**	19,989	15.2	13,303	6,369	317	882	550,211	536,646	13,565
124	**Nation's Business**	19,968	6.7	10,004	9,886	77	421	868,656	865,956	2,700
125	**Journal of the AMA**	19,947	16.5	18,518	1,429	0	4,039	338,304	252,490	0

the leisure
VOGUE

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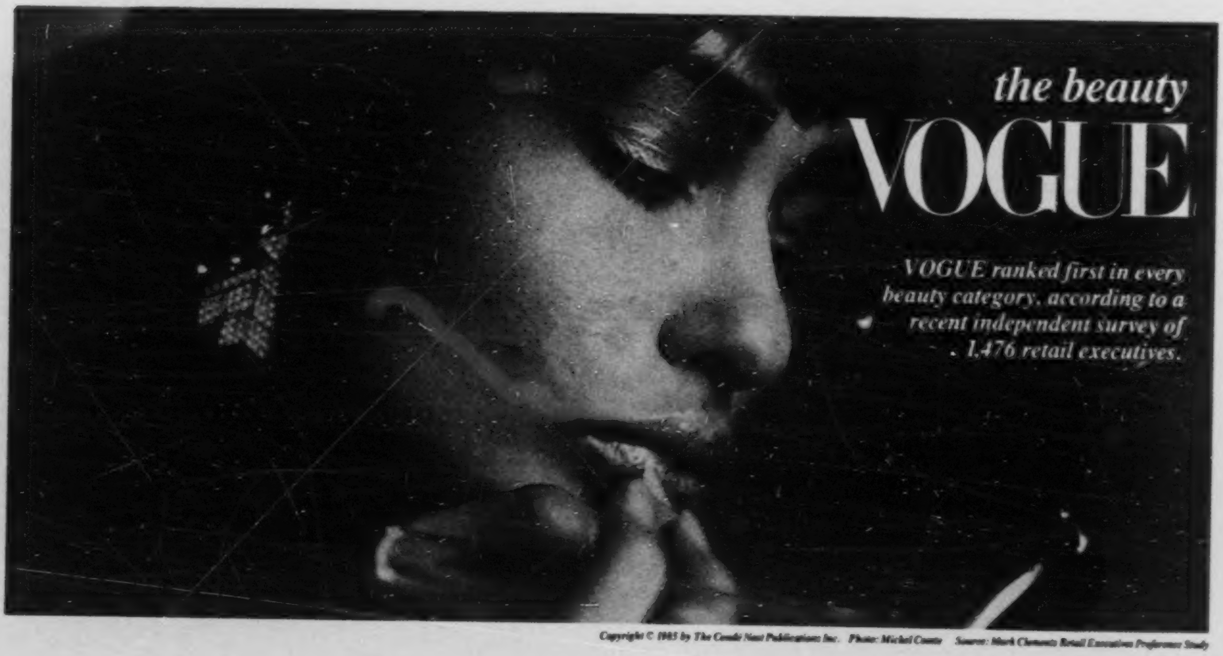
126	**Muscle & Fitness**	19,905	12.3	2,501	1,842	15,561	1,318	449,202	63,256	385,946
127	**American Banker**	19,828	8.7	9,193	10,635	0	2,200	23,692	23,692	0
128	**Datamation**	19,699	3.8	19,699	0	0	2,756	158,434	0	0
129	**Frequent Flyer**	19,294	11.8	6,094	13,200	0	762	300,000	300,000	0
130	**Club**	19,026	-8.3	0	167	18,859	0	398,685	5,786	392,899
131	**Electronic Engin. Times**	19,000	22.6	19,000	0	0	3,721	109,159	0	0
132	**Home**	18,989	26.5	9,508	6,946	2,535	587	698,716	590,380	108,336
133	**American Rifleman**	18,957	ne	4,386	14,571	0	316	1,457,076	1,457,076	0
134	**Progressive Farmer**	18,800	6.3	13,640	5,160	0	694	553,121	553,121	0
135	**Nation's Restaurant News**	18,749	19.3	17,405	1,344	0	3,027	79,617	77,949	0
136	**Food & Wine**	18,435	28.7	7,765	9,940	730	631	608,589	577,718	30,871
137	**Psychology Today**	18,414	3.0	5,696	10,740	1,978	309	873,209	788,684	84,525
138	**American Hunter**	18,377	ne	3,411	14,966	0	241	1,496,944	1,496,944	0
139	**Playgirl**	18,318	-8.9	1,377	3,395	13,545	416	586,304	220,999	365,305
140	**Stereo Review**	18,114	2.1	13,450	3,262	1,402	638	566,783	502,923	63,860
141	**American Health**	17,970	37.4	8,329	8,260	1,381	559	787,468	718,408	69,060
142	**Machine Design**	17,919	-3.9	17,919	0	0	3,737	171,655	0	0
143	**Endless Vacation**	17,880	16.2	231	17,649	0	51	459,856	459,856	0
144	**Design News**	17,850	5.4	17,850	0	0	3,669	158,990	0	0
145	**Boating**	17,822	18.7	13,856	2,343	1,623	1,566	191,133	142,294	46,839
146	**Successful Farming**	17,794	-9.1	14,177	3,617	0	623	626,251	514,203	0
147	**Health**	17,432	10.0	6,300	11,006	126	471	1,031,037	1,024,579	6,458
148	**Daily News Record**	16,800	-4.1	15,478	1,322	0	2,992	24,034	24,034	0
149	**National Geo. Traveler**	16,526	7.9	3,678	12,841	7	155	1,009,074	1,008,731	343
150	**Skiing**	16,381	5.7	12,544	2,683	1,153	959	439,461	350,868	88,594

ne = not estimated


the beauty
VOGUE
VOGUE ranked first in every beauty category, according to a recent independent survey of 1,476 retail executives.

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151	Venture	16,218	13.9	11,516	3,866	836	903	312,597	289,053	23,544
152	Weight Watchers Mag.	16,198	7.4	5,219	8,334	2,645	332	867,705	720,752	146,953
153	Science85	16,157	-6.9	5,697	8,596	1,866	306	729,860	638,858	91,003
154	HFD	16,088	10.8	15,333	755	0	3,604	30,732	30,732	0
155	Automotive News	16,084	21.0	13,287	2,797	0	2,664	63,358	63,358	0
156	Shape	16,029	15.0	4,048	2,522	9,460	753	532,987	132,837	400,150
157	Los Angeles Magazine	16,020	-3.0	12,910	1,652	1,458	2,241	166,649	112,652	53,998
158	Industry Week	15,791	-7.7	15,791	0	0	1,077	346,651	0	0
159	Army Times	15,786	12.5	9,734	4,696	1,356	1,919	137,806	120,424	17,385
160	United	15,686	-8.8	15,686	0	0	1,125	407,425	0	0
161	Ski	15,015	-5.1	11,443	2,472	1,100	791	420,202	341,633	78,569
162	Billboard	14,953	6.8	7,679	4,754	2,520	1,771	46,773	32,856	13,917
163	Mother Earth News	14,863	-13.1	2,349	9,149	3,386	268	762,716	574,623	188,093
164	Restaurant Business	14,691	10.4	14,691	0	0	3,020	110,352	0	0
165	Natural History	14,642	5.4	5,104	9,364	174	496	498,631	492,819	5,812
166	Colonial Homes	14,586	-0.7	6,445	4,504	3,637	372	596,538	394,472	202,067
167	High Society	14,577	-7.5	600	0	13,977	120	308,127	0	308,127
168	Oil & Gas Journal	14,531	-4.2	12,478	2,053	0	3,323	60,374	60,374	0
169	Science	14,485	13.8	9,814	4,672	0	1,828	155,724	155,724	0
170	Country Home	14,485	ne	3,777	6,053	4,655	205	763,304	500,304	263,000
171	Real Estate Today	14,453	7.3	1,449	13,004	0	127	668,037	666,881	0
172	Interior Design	14,429	4.9	12,294	1,574	561	3,121	52,962	45,225	7,737
173	Engineering News-Record	14,255	-8.6	10,534	3,721	0	2,383	102,042	102,042	0
174	Electronic Buyers' News	14,000	-9.1	14,000	0	0	3,914	54,347	0	0
175	Sail	13,975	-3.7	9,931	2,316	1,729	1,481	170,066	112,446	57,620
176	Yachting	13,909	9.3	10,654	1,881	1,375	1,942	145,649	100,549	45,100
177	Travel Agent	13,824	5.5	13,527	297	0	6,954	36,526	33,034	0
178	YM	13,804	0.4	4,757	7,969	1,078	383	781,672	709,818	71,854
179	Boston Globe Magazine	13,775	ne	13,775	0	0	2,442	801,046	0	0
180	Practical Homeowner	13,747	23.4	5,921	7,434	392	511	729,080	702,010	27,071
181	Car Craft	13,726	7.2	7,266	2,130	4,310	906	439,773	234,523	205,251
182	Creative Ideas f. Living	13,716	7.5	6,100	6,902	715	502	746,323	715,781	30,543
183	Cycle	13,680	9.9	8,921	2,846	1,913	597	420,408	314,130	106,278
184	Chicago	13,590	-1.7	10,466	2,493	630	1,734	220,557	198,020	22,536
185	Eastern Review	13,485	-4.7	13,485	0	0	1,143	332,570	0	0
186	Sunday-Chicago Tribune Mag.	13,478	ne	13,476	0	0	1,519	1,165,605	0	0
187	Games	13,396	-1.2	3,013	8,504	1,881	244	660,249	570,659	89,590
188	Computer Decisions	13,366	3.1	13,366	0	0	1,812	175,129	0	0
189	Architectural Record	13,358	5.6	11,034	2,324	0	1,711	75,428	75,428	0
190	Science Digest	13,339	-6.3	4,156	5,132	4,050	286	581,971	413,228	168,743
191	Air Force Times	13,308	5.8	9,080	3,512	716	1,963	99,232	90,057	9,176
192	Saturday Evening Post	13,289	2.8	4,144	7,116	2,029	334	674,155	550,286	123,870
193	Video Review	13,234	15.8	8,229	2,846	2,158	735	389,294	299,378	89,917
194	Macworld	13,193	ne	8,236	1,764	3,193	1,341	149,425	87,252	62,173
195	Travel-Holiday	13,177	4.9	6,133	6,933	112	459	769,741	763,545	6,196
196	Natl. Geographic World	13,118	0.4	0	13,118	0	0	1,318,402	1,318,402	0
197	Consumers Digest	13,098	20.8	3,264	9,683	150	209	1,025,056	1,015,658	9,398
198	Nursing85	13,077	-8.3	5,534	7,543	0	588	485,040	485,040	0
199	Flying	13,044	2.1	7,052	4,235	1,757	507	331,202	256,125	75,077
200	Compute!	12,954	-16.3	4,188	4,222	4,544	602	361,226	232,864	128,364

ne = not estimated

Figures are Folio estimates for the calendar year 1985.

The Folio:400

Rank '85	Magazine name	Est. 1985 Total Revenue ($000)	Total Revenue % Chg. '84/'85	Est. 1985 Ad Revenue ($000)	Est. 1985 Sub. Revenue ($000)	Est. 1985 Newstd. Revenue ($000)	Est. 1985 Ad Pages	Est. 1985 Average Circ.	Est. 1985 Average Sub. Circ.	Est. 1985 Average Newsstand Circ.
201	Computer Reseller News	12,900	10.3	12,900	0	0	3,738	42,514	0	0
202	Meetings & Conventions	12,829	2.9	12,829	0	0	1,516	80,258	0	0
203	Guns & Ammo	12,729	7.2	5,697	3,484	3,548	553	509,185	361,371	147,814
204	Computer Systems News	12,650	-11.5	12,650	0	0	2,366	61,856	0	0
205	New Equipment Digest	12,609	17.8	12,609	0	0	1,095	205,054	0	0
206	Builder	12,500	12.0	9,349	3,151	0	1,155	186,915	178,909	0
207	American Baby	12,446	14.8	11,126	1,320	0	507	1,000,000	151,890	0
208	Chemical Engineering	12,410	-1.1	10,827	1,584	0	2,287	65,173	65,173	0
209	Satellite Orbit	12,250	ne	-1,100	9,078	2,072	456	224,007	189,117	34,890
210	Sesame Street	12,149	13.9	180	8,934	3,035	6	1,179,647	926,743	252,904
211	Black Enterprise	12,033	6.3	9,626	2,123	285	789	232,088	219,926	12,162
212	Grit	12,027	-3.2	1,972	5,770	4,286	389	587,657	477,771	109,886
213	American Medical News	11,993	2.1	11,851	141	0	1,172	328,547	231,906	0
214	California	11,956	9.4	9,153	2,384	419	894	299,998	282,525	17,473
215	High Fidelity	11,927	6.7	7,077	4,093	757	444	410,242	378,716	31,526
216	Professional Builder	11,832	11.7	11,507	326	0	1,761	135,201	7,758	0
217	Atlantic	11,797	-8.6	6,842	3,905	1,051	579	453,683	409,908	43,775
218	Computel's Gazette	11,762	3.9	3,577	3,840	4,346	844	299,896	177,141	122,755
219	Chronicle of Higher Ed.	11,757	19.7	8,733	3,024	0	2,637	72,194	72,194	0
220	Connoisseur	11,710	37.7	7,291	3,678	741	847	271,788	251,213	20,575
221	Circus Magazine	11,662	-4.1	2,608	663	8,390	605	392,740	34,179	358,561
222	Runner's World	11,641	-20.8	5,252	3,810	2,579	498	294,185	215,773	78,413
223	Harvard Business Review	11,635	12.7	3,455	8,011	168	411	236,228	231,549	4,680
224	Cable Guide	11,583	ne	11,583	0	0	234	5,389,446	0	0
225	Boys' Life	11,573	1.6	2,812	8,761	0	215	1,431,106	1,431,106	0
226	Ms.	11,522	-1.9	5,626	4,911	985	555	458,537	414,153	44,384
227	Crain's Chicago Business	11,522	25.1	10,039	1,324	158	1,944	46,854	38,088	2,821
228	4-Wheel & Off-Road	11,490	25.5	5,544	1,816	4,131	976	285,094	140,468	144,627
229	Purchasing Magazine	11,484	1.1	11,484	0	0	2,304	94,991	0	0
230	Cheri	11,409	-18.4	360	0	11,049	60	263,067	0	263,067
231	AmericanWay	11,402	-6.0	11,402	0	0	1,485	151,003	0	0
232	Vanity Fair	11,372	34.4	6,165	3,520	1,686	431	372,855	302,593	70,263
233	Navy Times	11,372	8.9	7,572	3,210	590	2,069	89,916	82,350	7,566
234	Audio	11,208	20.2	8,671	1,371	1,165	1,038	159,838	114,257	45,582
235	Video	11,146	17.7	6,779	2,468	1,898	932	321,196	240,078	81,118
236	Broadcasting	11,103	ne	9,170	1,920	13	3,568	34,754	34,627	128
237	High Technology	11,016	7.9	4,816	5,604	597	347	303,808	279,437	24,372
238	Trailer Life	10,958	4.4	7,898	2,627	433	1,418	305,713	287,681	18,032
239	McCall's Ndlwrk. & Crafts	10,934	ne	2,194	5,196	3,542	239	713,266	477,123	236,143
240	Cycle World	10,917	1.0	6,656	2,394	1,867	646	337,002	248,116	88,886
241	Workbasket	10,911	-3.3	2,612	7,996	304	388	1,749,005	1,718,655	30,350
242	Washingtonian	10,904	10.9	8,194	1,662	1,049	1,972	140,425	95,617	44,809
243	A+	10,867	ne	7,369	1,883	1,614	1,401	183,276	137,730	45,546
244	Crafts Magazine	10,827	7.0	2,613	4,782	3,432	772	494,713	350,287	144,426
245	InfoWorld	10,821	2.7	7,265	2,923	632	1,616	148,904	141,677	7,227
246	Supermarket News	10,715	1.3	10,000	715	0	1,274	55,052	55,052	0
247	Newlook	10,654	ne	1,092	230	9,333	112	340,970	7,658	333,312
248	Forum	10,588	-14.7	0	505	10,083	0	364,992	28,881	336,112
249	Easyriders	10,536	5.0	686	1,406	8,443	260	328,033	76,741	251,292
250	Prairie Farmer	10,470	-9.6	8,848	1,622	0	1,048	164,254	164,254	0

ne = not estimated

Figures are Folio estimates for the calendar year 1985.

The Folio:400

Rank '85	Magazine name	Est. 1985 Total Revenue ($000)	Total Revenue % Chg. '84/'85	Est. 1985 Ad Revenue ($000)	Est. 1985 Sub. Revenue ($000)	Est. 1985 Newstd. Revenue ($000)	Est. 1985 Ad Pages	Est. 1985 Average Circ.	Est. 1985 Average Sub. Circ.	Est. 1985 Average Newsstand Circ.
251	**Electronics**	10,316	-37.4	7,500	2,816	0	1,524	88,004	88,004	0
252	**Motor Boating & Sailing**	10,309	10.4	7,963	1,325	1,021	1,930	145,376	111,332	34,044
253	**American Photographer**	10,253	1.5	6,365	2,691	1,197	512	273,453	233,567	39,858
254	**American Legion**	10,249	6.5	3,859	6,390	0	306	2,555,995	2,555,995	0
255	**Bicycling**	10,176	3.6	6,208	2,218	1,750	852	248,286	172,041	76,245
256	**AutoWeek**	10,166	8.2	6,616	3,370	180	1,694	157,947	155,181	2,766
257	**Genesis**	10,097	-13.5	96	77	9,924	120	235,979	2,362	233,617
258	**Family Computing**	10,081	-9.6	4,481	3,853	1,747	489	402,760	343,564	59,196
259	**MIS Week**	10,050	17.0	10,050	0	0	1,468	125,202	0	0
260	**Data Communications**	10,012	19.5	8,866	1,146	0	2,261	45,362	39,683	0
261	**Electronic Business**	10,005	12.7	9,951	54	0	2,214	56,637	1,357	0
262	**Chemical & Engin. News**	9,957	1.0	7,170	2,787	0	1,340	126,687	126,687	0
263	**Industrial Equip. News**	9,908	-2.8	9,908	0	0	934	207,005	0	0
264	**Boston Magazine**	9,901	17.6	8,154	1,130	617	1,950	131,498	105,131	26,367
265	**Bassmaster Magazine**	9,861	12.2	5,598	4,037	226	518	416,218	403,667	12,552
266	**Journal of Accountancy**	9,847	1.1	4,795	5,051	0	1,011	277,757	277,757	0
267	**Philadelphia Magazine**	9,765	10.6	7,656	1,390	719	1,716	153,076	122,343	30,734
268	**National Wildlife**	9,765	7.1	0	9,765	0	0	843,558	843,558	0
269	**Mini-Micro Systems**	9,638	-27.0	9,638	0	0	1,677	134,785	0	0
270	**Sky**	9,533	21.2	9,533	0	0	884	294,000	0	0
271	**Modern Plastics**	9,492	20.6	8,049	1,442	0	1,502	53,887	48,726	0
272	**Spectrum**	9,432	16.6	7,223	2,209	0	1,180	247,136	247,136	0
273	**Chemical Week**	9,358	-5.1	7,818	1,540	0	1,540	50,281	41,626	0
274	**Successful Meetings**	9,301	13.9	9,301	0	0	1,619	77,417	0	0
275	**CommunicationsWeek**	9,271	ne	9,271	0	0	1,607	57,671	0	0
276	**Runner**	9,269	ne	5,000	2,400	1,869	431	277,133	214,849	62,284
277	**M The Civilized Man**	9,214	13.5	5,750	1,583	1,881	673	133,867	81,618	52,249
278	**Dun's Business Month**	9,189	-16.4	8,978	211	0	612	301,502	7,043	0
279	**Plant Engineering**	9,175	-8.9	9,175	0	0	2,062	113,872	0	0
280	**Skin Diver**	9,085	15.2	6,757	1,436	893	969	205,609	174,359	31,250
281	**50 Plus**	9,067	35.0	3,985	5,082	0	388	414,165	414,165	0
282	**Modern Healthcare**	8,905	21.1	7,924	981	0	1,980	81,544	13,075	0
283	**Business Insurance**	8,900	11.2	7,343	1,557	0	1,512	45,306	30,833	0
284	**Business & Comm. Avn.**	8,829	3.8	8,829	0	0	1,016	51,675	0	0
285	**Annals of Internal Med.**	8,810	0.3	4,804	4,005	0	1,859	92,261	92,261	0
286	**World Tennis**	8,731	-11.2	5,436	2,832	464	464	361,698	339,602	22,096
287	**Homeowner**	8,652	18.1	2,084	6,155	413	282	685,291	661,259	24,032
288	**Telephony**	8,645	0.6	7,769	876	0	3,865	36,107	28,181	0
289	**Progressive Architecture**	8,605	4.0	7,119	1,486	0	1,121	69,612	69,612	0
290	**Mod. Materials Handling**	8,545	18.7	8,545	0	0	1,942	105,632	0	0
291	**Modern Salon**	8,483	21.7	6,910	1,573	0	1,131	126,840	107,547	0
292	**PC Tech Journal**	8,413	ne	6,000	2,127	286	1,376	89,761	83,736	6,024
293	**InformationWeek**	8,400	23.5	8,400	0	0	1,355	100,177	0	0
294	**Outside**	8,367	19.3	4,655	2,355	1,357	587	221,242	163,255	57,987
295	**Blood-Horse**	8,343	5.7	6,760	1,440	142	6,598	22,233	21,020	1,213
296	**Financial World**	8,285	30.2	4,441	3,557	287	604	136,469	131,050	5,419
297	**Packaging Digest**	8,285	-0.2	8,285	0	0	1,468	89,555	0	0
298	**Graphic Arts Monthly**	8,200	15.5	8,200	0	0	2,091	87,107	0	0
299	**Electronic Products**	8,200	13.9	8,200	0	0	2,032	120,006	0	0
300	**Success!**	8,133	49.3	3,445	3,809	878	374	350,897	310,970	39,928

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The Folio:400

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301	EC&M	8,002	2.2	6,612	1,390	0	1,160	77,229	77,229	0
302	Computer Design	7,989	-26.0	7,989	0	0	1,542	98,490	0	0
303	Restaurant Hospitality	7,923	9.2	7,923	0	0	1,286	115,059	0	0
304	Audubon	7,895	4.2	1,800	5,976	119	214	380,666	374,075	6,591
305	Fleet Owner/Big Fleet Ed	7,864	14.9	7,864	0	0	1,267	76,965	0	0
306	Postgraduate Medicine	7,845	18.6	7,845	0	0	2,135	130,108	0	0
307	Discount Store News	7,825	17.3	7,600	225	0	1,217	24,691	22,959	0
308	Hoard's Dairyman	7,789	-3.6	6,510	1,279	0	672	173,773	173,773	0
309	Fins and Feathers	7,746	-3.5	1,890	4,972	884	367	392,975	336,196	56,779
310	Inside Sports	7,736	20.2	1,562	2,557	3,617	343	348,810	198,110	150,700
311	Amer. Journal of Nursing	7,695	-0.3	3,358	4,336	0	617	300,088	300,088	0
312	D	7,663	8.0	6,572	757	334	1,574	80,262	65,979	14,283
313	Four Wheeler	7,616	19.6	3,264	875	3,476	1,054	204,035	88,165	115,870
314	Soldier of Fortune	7,582	10.4	1,196	771	5,615	510	179,282	31,208	148,074
315	Research & Development	7,576	-0.9	7,576	0	0	1,359	118,438	0	0
316	Wood	7,570	ne	1,810	4,530	1,230	250	393,000	327,500	65,500
317	Hospitals	7,513	6.8	7,248	265	0	1,852	86,519	6,632	0
318	Control Engineering	7,507	7.4	7,412	95	0	1,696	92,451	1,900	0
319	Club International	7,482	-10.1	0	37	7,445	0	158,318	1,253	157,065
320	Bakery Prod. & Marketing	7,423	18.6	7,423	0	0	2,454	30,231	0	0
321	Publishers Weekly	7,407	2.5	4,570	2,837	0	2,330	36,423	36,423	0
322	Sales & Marketing Mgmt.	7,396	3.1	5,680	1,716	0	1,200	47,984	47,984	0
323	Run	7,327	ne	2,679	2,126	2,521	713	183,961	112,752	71,210
324	Instructor	7,311	-0.3	4,169	3,142	0	707	255,556	255,556	0
325	Natl. Home Center News	7,282	15.9	7,179	103	0	1,373	34,161	4,312	0
326	Savvy	7,272	-9.3	3,520	3,269	483	396	321,136	298,754	22,382
327	Workbench	7,231	-2.4	2,856	4,043	332	321	883,760	846,844	36,917
328	Fine Woodworking	7,222	ne	2,191	4,029	1,002	271	268,368	223,854	44,514
329	Hospital Practice	7,217	-7.9	7,217	0	0	1,668	182,465	0	0
330	VFW	7,192	ne	3,144	4,049	0	327	1,865,743	1,865,743	0
331	Southern Accents	7,175	16.9	3,233	2,707	1,235	540	206,562	155,104	51,459
332	Amer. Family Physician	7,175	-10.3	7,175	0	0	2,021	124,067	0	0
333	ABA Journal	7,131	-2.1	5,386	1,745	0	716	344,031	317,302	0
334	Institutional Distrib.	7,104	16.9	7,104	0	0	1,701	33,997	0	0
335	Popular Hot Rodding	7,097	2.7	2,432	875	3,791	549	272,913	94,433	178,480
336	Petersen's Hunting	7,067	10.0	3,375	1,941	1,751	574	280,036	207,075	72,962
337	Cruising World	7,023	0.1	4,525	1,529	969	1,619	115,860	85,488	30,373
338	Pensions & Invest. Age	6,996	11.8	6,182	814	0	906	40,280	12,143	0
339	Magazine Antiques	6,880	ne	4,787	1,808	285	1,757	58,663	53,572	5,091
340	Physician's Management	6,862	4.2	6,862	0	0	2,205	110,522	0	0
341	AOPA Pilot	6,859	3.6	3,701	3,158	0	506	263,185	263,185	0
342	Bldg. Supply Home Ctrs.	6,838	0.2	6,838	0	0	1,752	38,022	0	0
343	Diversion	6,787	-11.0	6,787	0	0	1,790	176,251	0	0
344	Country Journal	6,766	0.6	2,241	4,024	502	328	323,611	302,179	21,433
345	Gifts & Decor. Access.	6,667	-7.2	5,885	782	0	2,121	32,846	32,846	0
346	RN	6,595	-19.0	1,985	4,610	0	387	277,526	277,526	0
347	Medical World News	6,515	ne	6,515	0	0	1,727	114,586	0	0
348	Petersen's Photographic	6,432	-4.5	3,179	1,872	1,381	353	278,681	219,036	59,645
349	Dial	6,330	ne	2,530	3,800	0	158	1,266,674	1,266,674	0
350	Farmer	6,328	-19.1	5,413	914	0	870	135,856	135,858	0

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351	San Diego Magazine	6,286	7.9	5,423	587	276	1,857	60,097	48,583	11,514
352	Houston Home & Garden	6,232	-5.1	4,964	891	377	1,077	85,145	71,939	13,206
353	Patient Care	6,220	-17.3	6,220	0	0	1,653	112,479	0	0
354	Bldg. Design & Constr.	6,210	15.8	6,210	0	0	1,174	70,467	0	0
355	American Printer	6,100	ne	6,100	0	0	1,618	87,125	0	0
356	Emergency Medicine	6,045	8.2	6,045	0	0	1,950	131,790	0	0
357	Office	6,033	-7.2	5,900	133	0	1,432	159,493	3,330	0
358	American Machinist	6,020	8.8	6,020	0	0	1,439	67,458	0	0
359	Computer + Software News	6,000	ne	6,000	0	0	2,177	40,378	0	0
360	Heavy Duty Trucking	5,997	13.0	5,997	0	0	1,155	97,086	0	0
361	Chemical Processing	5,981	10.6	5,981	0	0	1,577	80,135	0	0
362	Air Force Magazine	5,977	ne	3,147	2,830	0	645	233,613	205,329	0
363	S. Porter's Pers. Fin.	5,954	ne	1,638	3,533	783	257	355,270	303,053	52,217
364	Swank	5,933	-1.8	0	0	5,933	0	167,609	0	167,609
365	Consultant	5,930	-8.3	5,930	0	0	1,662	122,473	0	0
366	Motor	5,879	14.3	4,371	1,508	0	653	125,707	125,707	0
367	MD Magazine	5,800	7.2	5,800	0	0	1,682	143,162	0	0
368	Consumer Electr. Monthly	5,791	14.4	5,791	0	0	1,025	60,658	0	0
369	Model Railroader	5,765	9.8	1,706	2,120	1,939	1,111	179,533	107,060	72,473
370	Plastics Technology	5,750	13.6	5,750	0	0	1,353	40,670	0	0
371	Architecture	5,742	11.6	4,892	850	0	884	59,462	50,230	0
372	High Plains Journal	5,736	1.9	4,588	1,148	0	2,057	56,065	56,065	0
373	Pan Am Clipper	5,719	2.6	5,719	0	0	703	233,461	0	0
374	San Francisco Focus	5,707	ne	4,760	837	110	1,173	172,384	167,387	4,998
375	Power	5,685	-2.2	5,039	646	0	1,070	57,134	46,165	0
376	Americana	5,679	5.4	1,871	3,530	278	214	399,234	380,682	18,552
377	Motorland	5,663	ne	2,508	3,155	0	170	1,577,431	1,577,431	0
378	Med. Asp. of Human Sex.	5,600	-1.8	5,600	0	0	1,400	187,849	0	0
379	Arizona Highways	5,597	-8.9	0	4,713	885	0	404,905	362,783	42,122
380	Wallaces Farmer	5,591	-18.6	4,836	755	0	875	89,172	89,172	0
381	Modern Office Tech.	5,561	-2.1	5,561	0	0	1,155	153,692	0	0
382	Chemical Mktg. Reporter	5,556	7.1	4,664	892	0	1,682	15,943	15,943	0
383	Christianity Today	5,556	2.6	2,325	3,174	57	731	182,940	181,357	1,584
384	Interiors	5,552	ne	4,904	648	0	1,357	25,785	25,785	0
385	American Artist	5,541	5.3	2,396	2,727	417	896	165,696	148,302	17,394
386	TWA Ambassador	5,508	8.0	5,508	0	0	667	269,234	0	0
387	Material Handling Engin.	5,457	7.0	5,457	0	0	1,545	105,605	0	0
388	Early American Life	5,448	0.9	830	4,053	565	122	357,728	321,224	36,504
389	Hospital Medicine	5,443	-12.2	5,443	0	0	1,512	140,369	0	0
390	Motorcyclist	5,396	4.0	2,824	1,097	1,476	426	214,640	142,725	71,916
391	Modern Medicine	5,363	-10.3	5,363	0	0	1,532	119,649	0	0
392	Texas Homes	5,340	4.8	3,879	1,085	376	898	83,863	71,332	12,531
393	Telephone Eng. & Mgmt.	5,330	6.8	4,942	387	0	2,372	39,100	16,144	0
394	Saltwater Sportsman	5,326	ne	3,000	1,625	701	904	114,722	91,369	23,354
395	Family	5,285	7.5	5,285	0	0	477	528,585	0	0
396	Adventure Road	5,270	ne	600	4,670	0	70	1,556,512	1,556,512	0
397	Shooting Times	5,267	5.9	1,568	1,257	2,442	459	194,267	91,505	102,762
398	Electron. Pkging & Prod.	5,256	7.0	5,256	0	0	1,875	45,692	0	0
399	Palm Springs Life	5,219	ne	4,627	169	423	1,354	15,685	7,690	7,995
400	Food Management	5,072	ne	5,072	0	0	1,168	56,572	0	0

ne = not estimated

Figures are FOLIO estimates for the calendar year 1985.

TOP 25 CONSUMER MAGAZINES

Advertising Revenue

Rank 1985	Magazine Name	1985 Advertising Revenue ($000)	% Chg. '84/'85
1	Time	346,570	3.3
2	TV Guide	313,975	3.2
3	People Weekly	250,759	7.7
4	Newsweek	247,079	0.0
5	Sports Illustrated	237,355	2.9
6	Parade	198,390	26.1
7	BusinessWeek/N.Amer.Ed.	169,100	−8.5
8	Family Circle	145,788	11.6
9	Good Housekeeping	142,376	6.8
10	Better Homes and Gardens	123,262	−2.3
11	Forbes	115,826	5.6
12	Fortune	115,743	3.6
13	Reader's Digest	110,558	−1.2
14	New York Times Magazine	109,609	−1.3
15	Woman's Day	107,347	−2.7
16	U.S.News & World Report	102,641	1.1
17	Cosmopolitan	100,757	5.9
18	USA Weekend	93,152	6.7
19	McCall's	80,849	6.0
20	Ladies' Home Journal	77,019	15.8
21	Glamour	76,571	8.4
22	Vogue	71,509	6.2
23	Money	62,271	9.0
24	Southern Living	57,774	8.3
25	Playboy	57,735	5.0

Net Change in Ad Revenue vs. '84

Rank 1985	Magazine Name	Net Change '84/'85 ($000)	1985 Ad Rev. ($000)
1	Parade	41,044	198,390
2	People Weekly	17,868	250,759
3	Family Circle	15,096	145,788
4	Time	10,981	346,570
5	Ladies' Home Journal	10,482	77,019
6	TV Guide	9,710	313,975
7	Good Housekeeping	9,063	142,376
8	Car and Driver	7,310	34,801
9	Rolling Stone	7,028	29,473
10	Parents	6,987	38,003
11	Modern Maturity	6,763	26,103
12	Sports Illustrated	6,747	237,355
13	Forbes	6,113	115,826
14	Glamour	5,962	76,571
15	USA Weekend	5,842	93,152
16	Ebony	5,723	38,241
17	Smithsonian	5,707	36,433
18	Cosmopolitan	5,613	100,757
19	Country Living	5,301	21,243
20	Money	5,130	62,271
21	Road & Track	5,119	29,864
22	Sunset	4,929	47,979
23	Life	4,900	39,856
24	Gourmet	4,653	18,568
25	Motor Trend	4,597	23,254

Advertising Pages

Rank 1985	Magazine Name	1985 Ad Pages	% Chg. '84/'85
1	Blood-Horse	6,598	−5.2
2	PC Magazine	4,528	−19.5
3	New York Times Magazine	4,360	−7.5
4	BusinessWeek/N.Amer.Ed.	4,214	−15.2
5	People Weekly	3,866	−4.9
6	Forbes	3,711	−3.2
7	TV Guide	3,670	−3.4
8	Byte	3,613	−7.7
9	Fortune	3,273	−6.1
10	Vogue	3,246	−6.3
11	New York	3,151	5.6
12	New Yorker	2,997	−15.3
13	Sports Illustrated	2,786	−8.1
14	Newsweek	2,714	−9.8
15	Time	2,696	−4.3
16	PC World	2,516	−7.2
17	Economist/U.S.Ed.	2,512	0.4
18	Boston Globe Magazine	2,442	ne
19	Cosmopolitan	2,437	−2.2
20	Barron's	2,307	−1.8
21	Los Angeles Magazine	2,241	−11.4
22	Glamour	2,136	−1.3
23	Navy Times	2,069	3.9
24	Good Housekeeping	2,053	1.0
25	Washingtonian	1,972	5.7

Net Change in Ad Pages vs. '84

Rank 1985	Magazine Name	Net Chg. '84/'85	1985 Ad Pages
1	Crain's Chicago Business	313	1,944
2	AmericanWay	258	1,485
3	New York	166	3,151
4	American Health	154	559
5	Financial World	151	604
6	Gourmet	147	1,142
7	Connoisseur	145	847
8	Car and Driver	140	1,224
9	Modern Bride	131	1,719
10	Army Times	129	1,919
11	Parents	129	1,131
12	Motor Trend	125	894
13	Food & Wine	125	631
14	Circus Magazine	124	605
15	Genesis	120	120
16	Boston Magazine	119	1,950
17	New Woman	115	679
18	Consumers Digest	107	209
19	Washingtonian	106	1,972
20	AutoWeek	106	1,694
21	Ebony	101	1,201
22	Ladies' Home Journal	100	1,362
23	Air Force Times	98	1,963
24	Vanity Fair	96	431
25	Audio	94	1,038

ne = not estimated

Figures are FOLIO estimates for the calendar year 1985.

TOP 25 CONSUMER MAGAZINES

Subscription Revenue

Rank 1985	Magazine Name	1985 Subscription Revenue ($000)	% Chg. '84/'85
1	Time	208,859	13.7
2	TV Guide	203,679	0.7
3	Reader's Digest	188,390	0.9
4	National Geographic	156,282	1.8
5	Sports Illustrated	117,078	16.0
6	Newsweek	88,414	−0.7
7	Better Homes and Gardens	71,538	3.6
8	U.S.News & World Report	68,209	0.7
9	McCall's	66,210	26.6
10	Ladies' Home Journal	56,054	7.6
11	Consumer Reports	55,558	28.1
12	Playboy	49,604	7.2
13	People Weekly	48,566	23.2
14	Good Housekeeping	42,141	−7.3
15	Smithsonian	39,561	8.8
16	Southern Living	38,168	13.6
17	Prevention	37,943	5.9
18	Money	35,808	18.5
19	Highlights for Children	30,643	8.5
20	Modern Maturity	29,349	42.1
21	Redbook	28,604	3.3
22	Guideposts	27,296	11.6
23	BusinessWeek/N.Amer.Ed.	26,920	1.1
24	Forbes	26,464	8.0
25	Fortune	25,578	8.7

Newsstand Revenue

Rank 1985	Magazine Name	1985 Newsstand Revenue ($000)	% Chg. '84/'85
1	TV Guide	264,047	11.3
2	National Enquirer	140,857	0.3
3	People Weekly	129,700	13.1
4	Penthouse	124,482	−11.8
5	Star	116,125	34.5
6	Family Circle	93,438	5.9
7	Woman's Day	89,778	2.9
8	Playboy	64,993	−7.3
9	Cosmopolitan	61,279	−0.5
10	Woman's World	48,499	ne
11	Globe	46,720	0.8
12	Good Housekeeping	41,765	−2.8
13	Glamour	35,795	14.9
14	National Examiner	29,603	17.1
15	Vogue	27,565	1.9
16	Time	22,244	3.9
17	Life	21,657	6.8
18	Mademoiselle	20,339	3.4
19	Gallery	18,978	1.0
20	Club	18,859	−8.3
21	Ladies' Home Journal	17,786	−0.9
22	Soap Opera Digest	17,136	21.3
23	Reader's Digest	17,080	2.5
24	Newsweek	16,603	−0.7
25	Muscle & Fitness	15,561	10.3

Average Circulation

Rank 1985	Magazine Name	1985 Average Circulation	% Chg. '84/'85
1	Parade	27,920,000	17.8
2	Reader's Digest	17,770,915	−0.9
3	TV Guide	17,031,879	−1.2
4	USA Weekend	13,110,893	2.0
5	Modern Maturity	12,228,659	18.4
6	National Geographic	10,418,833	1.8
7	Better Homes and Gardens	8,042,230	0.1
8	Family Circle	6,680,863	−4.1
9	Woman's Day	6,367,387	−4.6
10	McCall's	6,272,442	0.1
11	Cable Guide	5,389,446	ne
12	Good Housekeeping	5,180,142	−1.2
13	Ladies' Home Journal	5,137,601	0.9
14	Time	4,649,814	0.5
15	National Enquirer	4,534,051	−1.7
16	Guideposts	4,235,122	1.5
17	Redbook	4,149,433	4.4
18	Playboy	4,131,325	−1.9
19	Consumer Reports	3,618,553	15.1
20	Star	3,429,855	0.7
21	Penthouse	3,090,869	−11.3
22	Newsweek	3,058,246	1.1
23	Cosmopolitan	2,921,450	0.5
24	People Weekly	2,901,197	4.8
25	Prevention	2,897,485	−1.0

Net Chg. in Avg. Circulation

Rank 1985	Magazine Name	Net Chg. '84/'85	1985 Avg. Circulation
1	Parade	4,228,801	27,920,000
2	Modern Maturity	1,899,540	12,228,659
3	Consumer Reports	474,631	3,618,553
4	Gourmet	417,782	1,077,234
5	USA Weekend	260,005	13,110,893
6	Country Living	190,687	1,442,557
7	National Geographic	189,181	10,418,833
8	Redbook	174,963	4,149,433
9	Money	167,493	1,661,188
10	Rolling Stone	165,227	990,938
11	New Woman	144,191	1,156,344
12	Highlights for Children	137,500	1,751,000
13	People Weekly	133,092	2,901,197
14	Family	126,788	528,585
15	Sesame Street	122,565	1,179,647
16	Smithsonian	122,504	2,206,871
17	Home	119,928	698,716
18	Sports Illustrated	114,168	2,782,872
19	PC Magazine	105,921	266,618
20	Essence	100,565	800,960
21	Vanity Fair	99,313	372,855
22	50 Plus	99,001	414,165
23	American Health	98,813	787,468
24	National Examiner	86,570	1,070,231
25	Inc.	81,861	608,156

ne = not estimated

Figures are FOLIO estimates for the calendar year 1985.

TOP 25 CONSUMER MAGAZINES

Avg. Subscription Circulation

Rank 1985	Magazine Name	1985 Average Subscription Circ.	% Chg. '84/'85
1	Reader's Digest	16,822,048	−1.1
2	Modern Maturity	12,228,659	18.4
3	National Geographic	10,418,833	1.8
4	TV Guide	8,568,850	−0.6
5	Better Homes and Gardens	7,460,602	−0.4
6	McCall's	5,578,791	1.3
7	Time	4,430,445	0.7
8	Guideposts	4,235,122	1.5
9	Ladies' Home Journal	4,149,511	1.4
10	Consumer Reports	3,472,392	16.1
11	Redbook	3,415,542	3.0
12	Good Housekeeping	3,395,315	−0.3
13	Newsweek	2,890,204	1.6
14	Prevention	2,736,070	−2.1
15	Sports Illustrated	2,669,737	4.4
16	American Legion	2,555,995	2.1
17	Playboy	2,504,869	5.9
18	Smithsonian	2,197,806	5.8
19	Southern Living	2,151,682	2.0
20	U.S.News & World Report	2,024,162	−0.5
21	VFW	1,865,743	0.8
22	Field & Stream	1,860,530	0.2
23	Highlights for Children	1,751,000	8.5
24	Workbasket	1,718,655	−2.1
25	Parents	1,620,153	1.5

Net Chg. in Avg. Sub. Circ. vs. '84

Rank 1985	Magazine Name	Net Chg. '84/'85	1985 Avg. Sub. Circ.
1	Modern Maturity	1,899,540	12,228,659
2	Consumer Reports	480,678	3,472,392
3	Gourmet	415,373	946,978
4	People Weekly	205,540	1,216,995
5	National Geographic	189,181	10,418,833
6	New Woman	151,465	536,069
7	Money	150,491	1,355,448
8	Country Living	144,604	956,128
9	Rolling Stone	143,720	703,146
10	Playboy	139,377	2,504,869
11	Highlights for Children	137,500	1,751,000
12	Family Circle	136,428	363,212
13	PC Magazine	128,369	236,060
14	Sesame Street	127,913	926,743
15	Smithsonian	120,927	2,197,806
16	Sports Illustrated	111,366	2,669,737
17	Essence	103,482	594,706
18	Redbook	100,809	3,415,542
19	50 Plus	99,001	414,165
20	Home	94,907	590,380
21	American Health	90,644	718,408
22	Inc.	87,358	580,158
23	Vanity Fair	81,292	302,593
24	Endless Vacation	80,808	459,856
25	PC World	74,053	223,028

Average Newsstand Circulation

Rank 1985	Magazine Name	1985 Average Newsstand Circ.	% Chg. '84/'85
1	TV Guide	8,463,030	−1.7
2	Family Circle	6,317,651	−6.2
3	Woman's Day	6,304,627	−4.6
4	National Enquirer	4,088,729	−1.6
5	Star	3,270,194	0.4
6	Penthouse	2,865,610	−12.8
7	Cosmopolitan	2,618,771	−0.5
8	Good Housekeeping	1,784,827	−2.8
9	People Weekly	1,684,202	−4.1
10	Globe	1,663,826	−6.7
11	Playboy	1,626,456	−11.8
12	Glamour	1,529,720	3.1
13	Woman's World	1,326,202	ne
14	National Examiner	1,054,237	8.4
15	Ladies' Home Journal	988,090	−0.9
16	Reader's Digest	948,867	2.5
17	Mademoiselle	869,205	2.3
18	Vogue	755,607	1.9
19	Redbook	733,891	11.2
20	McCall's	693,651	−8.8
21	Life	648,227	6.8
22	New Woman	620,276	−1.2
23	Self	595,136	8.8
24	Better Homes and Gardens	581,628	7.2
25	Seventeen	516,793	1.7

Net Chg. in Avg. News. Circ. vs. '84

Rank 1985	Magazine Name	Net Chg. '84/'85	1985 Avg. News. Circ.
1	National Examiner	81,580	1,054,237
2	Redbook	74,154	733,891
3	Self	48,229	595,136
4	Country Living	46,083	486,429
5	Glamour	45,716	1,529,720
6	Life	41,435	648,227
7	Better Homes and Gardens	39,294	581,628
8	Shape	31,710	400,150
9	Prevention	27,175	161,415
10	Home	25,021	108,336
11	Reader's Digest	23,367	948,867
12	Rolling Stone	21,508	287,793
13	Mademoiselle	19,731	869,205
14	Muscle & Fitness	18,651	385,946
15	Vanity Fair	18,022	70,263
16	Road & Track	17,872	282,739
17	Money	17,002	305,740
18	'Teen	15,838	292,776
19	Inside Sports	14,707	150,700
20	M The Civilized Man	14,447	52,249
21	Star	14,271	3,270,194
22	Vogue	13,859	755,607
23	Soldier of Fortune	13,548	148,074
24	Food & Wine	13,468	30,871
25	Southern Living	10,332	156,374

ne = not estimated

Figures are FOLIO estimates for the calendar year 1985.

TOP 25 CONSUMER MAGAZINES

Total Annual Circulation

Rank 1985	Magazine Name	1985 Total Annual Circ.	Freq.
1	Parade	1,451,840,000	52
2	TV Guide	885,657,708	52
3	USA Weekend	681,766,436	52
4	Time	241,790,302	52
5	National Enquirer	240,304,703	53
6	Reader's Digest	213,250,974	12
7	Star	181,782,315	53
8	Newsweek	159,028,766	52
9	People Weekly	147,961,047	51
10	Sports Illustrated	147,492,216	53
11	National Geographic	125,025,996	12
12	Family Circle	113,574,671	17
13	New York Times Magazine	107,068,010	67
14	U.S.News & World Report	105,941,127	51
15	Woman's Day	101,878,192	16
16	Better Homes and Gardens	96,506,754	12
17	Globe	89,939,200	52
18	McCall's	75,269,304	12
19	Modern Maturity	73,371,954	6
20	L.A. Times Magazine	71,935,452	54
21	Woman's World	70,288,706	53
22	Sunday-Chicago Trib. Mag.	66,439,485	57
23	Cable Guide	64,673,346	12
24	Good Housekeeping	62,161,704	12
25	Ladies' Home Journal	61,651,206	12

Total Annual Newsstand Sales

Rank 1985	Magazine Name	1985 Total Annual Newsstand Sales	Freq.
1	TV Guide	440,077,534	52
2	National Enquirer	216,702,637	53
3	Star	173,320,256	[illegible]
4	Family Circle	107,400,067	[illegible]
5	Woman's Day	100,874,032	[illegible]
6	Globe	86,518,952	52
7	People Weekly	85,894,302	51
8	Woman's World	70,288,706	53
9	National Examiner	54,820,298	52
10	Penthouse	34,387,314	[illegible]
11	Cosmopolitan	31,425,252	[illegible]
12	Good Housekeeping	21,417,924	12
13	Playboy	19,517,466	12
14	Glamour	18,356,640	12
15	Soap Opera Digest	11,900,304	27
16	Ladies' Home Journal	11,857,074	12
17	Time	11,407,162	52
18	Reader's Digest	11,386,398	12
19	Mademoiselle	10,430,454	12
20	Us	10,089,300	25
21	Vogue	9,067,284	12
22	Redbook	8,806,686	12
23	Newsweek	8,738,158	52
24	Life	8,426,951	13
25	Jet	8,348,262	52

Total Revenue (Monthlies)

Rank 1985	Magazine Name	1985 Total Revenue ($000) (ad rev. + circ. rev.)	% Chg. '84/'85
1	Reader's Digest	316,027	0.2
2	Good Housekeeping	226,282	2.0
3	Better Homes and Gardens	205,548	0.3
4	National Geographic	188,205	2.6
5	Playboy	172,332	0.6
6	Cosmopolitan	167,465	3.6
7	McCall's	159,545	12.1
8	Penthouse	152,411	−9.9
9	Ladies' Home Journal	150,858	10.4
10	Glamour	121,997	10.5
11	Money	107,619	11.8
12	Vogue	107,434	5.3
13	Southern Living	100,633	10.7
14	Redbook	98,993	6.8
15	Smithsonian	76,265	13.4
16	Sunset	62,923	8.1
17	Ebony	61,642	12.2
18	Seventeen	60,286	4.6
19	Parents	59,735	14.7
20	Consumer Reports	59,312	26.6
21	Mademoiselle	59,096	0.1
22	Field & Stream	57,626	6.2
23	Prevention	55,898	2.0
24	Golf Digest	54,342	11.5
25	Architectural Digest	52,084	2.3

Advertising Revenue (Monthlies)

Rank 1985	Magazine Name	1985 Advertising Revenue ($000)	% Chg. '84/'85
1	Good Housekeeping	142,376	6.8
2	Better Homes and Gardens	123,262	−2.3
3	Reader's Digest	110,558	−1.2
4	Cosmopolitan	100,757	5.9
5	McCall's	80,849	6.0
6	Ladies' Home Journal	77,019	15.8
7	Glamour	76,571	8.4
8	Vogue	71,509	6.2
9	Money	62,271	9.0
10	Southern Living	57,774	8.3
11	Playboy	57,735	5.0
12	Redbook	57,179	7.7
13	Sunset	47,979	11.4
14	Ebony	38,241	17.6
15	Parents	38,003	22.5
16	Smithsonian	36,433	18.6
17	Field & Stream	36,244	5.4
18	Golf Digest	35,659	8.3
19	Car and Driver	34,801	26.6
20	Mademoiselle	34,147	−4.5
21	Seventeen	34,146	5.9
22	Inc.	32,068	−8.4
23	Esquire	32,003	7.1
24	National Geographic	31,922	6.4
25	Harper's Bazaar	31,105	0.0

Figures are FOLIO estimates for the calendar year 1985.

FASTEST GROWING CONSUMER MAGAZINES BY TOTAL REVENUE

Overall

(All divisions)		% Chg. '84/'85	Total Rev. ($000)
1	Success!	49.3	8,133
2	Gourmet	44.0	37,427
3	Modern Maturity	38.6	55,452
4	Connoisseur	37.7	11,710
5	American Health	37.4	17,970
6	50 Plus	35.0	9,067
7	Vanity Fair	34.4	11,372
8	Rolling Stone	31.1	54,816
9	Financial World	30.2	8,285
10	Food & Wine	28.7	18,435

Division One

(Over $30 mil. total revenue)		% Chg. '84/'85	Total Rev. ($000)
1	Gourmet	44.0	37,427
2	Modern Maturity	38.6	55,452
3	Rolling Stone	31.1	54,816
4	Consumer Reports	26.6	59,321
5	Parade	26.1	198,390
6	New Woman	22.8	31,163
7	Car and Driver	22.8	50,517
8	Country Living	22.4	46,051
9	Motor Trend	20.3	33,504
10	Road & Track	18.9	43,302

Division Two

($15 - $30 mil. total revenue)		% Chg. '84/'85	Total Rev. ($000)
1	American Health	37.4	17,970
2	Food & Wine	28.7	18,435
3	Home	26.5	18,989
4	Boating	18.7	17,822
5	Signature	18.1	21,938
6	Economist/U.S.Ed.	17.8	21,319
7	Essence	16.7	25,078
8	Endless Vacation	16.2	17,880
9	Working Mother	15.2	19,989
10	Shape	15.0	16,029

Division Three

($10 - $15 mil. total revenue)		% Chg. '84/'85	Total Rev. ($000)
1	Connoisseur	37.7	11,710
2	Vanity Fair	34.4	11,372
3	4-Wheel & Off-Road	25.5	11,490
4	Crain's Chicago Business	25.1	11,522
5	Practical Homeowner	23.4	13,747
6	Consumers Digest	20.8	13,098
7	Audio	20.2	11,208
8	Video	17.7	11,146
9	Video Review	15.8	13,234
10	American Baby	14.8	12,446

Division Four

($6 - $10 mil. total revenue)		% Chg. '84/'85	Total Rev. ($000)
1	Success!	49.3	8,133
2	50 Plus	35.0	9,067
3	Financial World	30.2	8,285
4	Sky	21.2	9,533
5	Inside Sports	20.2	7,736
6	Four Wheeler	19.6	7,616
7	Outside	19.3	8,367
8	Homeowner	18.1	8,652
9	Boston Magazine	17.8	9,901
10	Southern Accents	16.9	7,175

Division Five

(Less than $6 mil. total revenue)		% Chg. '84/'85	Total Rev. ($000)
1	Model Railroader	9.8	5,765
2	TWA Ambassador	8.0	5,508
3	Family	7.5	5,285
4	Shooting Times	5.9	5,267
5	Americana	5.4	5,679
6	American Artist	5.3	5,541
7	Texas Homes	4.8	5,340
8	Motorcyclist	4.0	5,396
9	Christianity Today	2.6	5,556
10	Pan Am Clipper	2.6	5,719

Figures are FOLIO estimates for the calendar year 1985.

FASTEST GROWING CONSUMER MAGAZINES BY ADVERTISING REVENUE

Overall

(All divisions)		% Chg. '84/'85	Ad Rev. ($000)
1	Consumers Digest	131.4	3,264
2	American Health	67.4	8,329
3	Connoisseur	57.9	7,291
4	Vanity Fair	52.7	6,165
5	Circus Magazine	50.5	2,608
6	Financial World	44.5	4,441
7	New Woman	44.0	10,047
8	Inside Sports	42.8	1,562
9	50 Plus	40.2	3,985
10	Modern Maturity	35.0	26,103

Division One

(Over $25 mil. ad revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	Modern Maturity	35.0	26,103
2	Rolling Stone	31.3	29,473
3	Car and Driver	26.6	34,801
4	Parade	26.1	198,390
5	Parents	22.5	38,003
6	Road & Track	20.7	29,864
7	Smithsonian	18.6	36,433
8	Ebony	17.6	38,241
9	Ladies' Home Journal	15.8	77,019
10	Life	14.0	39,856

Division Two

($10 - $25 mil. ad revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	New Woman	44.0	10,047
2	Gourmet	33.4	18,568
3	Country Living	33.2	21,243
4	Crain's Chicago Business	27.9	10,039
5	Motor Trend	24.6	23,254
6	Boating	24.1	13,856
7	Economist/U.S.Ed.	22.5	13,484
8	Working Mother	20.8	13,303
9	1,001 Home Ideas	19.6	10,665
10	Jet	19.3	12,353

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Division Three

($5 - $10 mil. ad revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	American Health	67.4	8,329
2	Connoisseur	57.9	7,291
3	Vanity Fair	52.7	6,165
4	Food & Wine	34.4	7,765
5	Practical Homeowner	32.6	5,921
6	4-Wheel & Off-Road	30.7	5,544
7	Home	30.2	9,508
8	Video	24.0	6,779
9	Audio	23.1	8,671
10	Sky	21.2	9,533

Division Four

($3 - $5 mil. ad revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	Consumers Digest	131.4	3,264
2	Financial World	44.5	4,441
3	50 Plus	40.2	3,985
4	Four Wheeler	31.0	3,264
5	Shape	27.3	4,048
6	Outside	25.4	4,655
7	Harvard Business Review	22.2	3,455
8	Success!	20.1	3,445
9	Southern Accents	18.9	3,233
10	American Legion	14.8	3,859

Division Five

(Less than $3 mil. ad revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	Circus Magazine	50.5	2,608
2	Inside Sports	42.8	1,562
3	Audubon	20.0	1,800
4	Muscle & Fitness	19.1	2,501
5	Crafts Magazine	17.0	2,613
6	Model Railroader	16.3	1,706
7	Gallery	15.1	578
8	Homeowner	12.7	2,084
9	Shooting Times	11.6	1,568
10	Endless Vacation	10.5	231

Figures are Folio estimates for the calendar year 1985.

FASTEST GROWING CONSUMER MAGAZINES BY SUBSCRIPTION REVENUE

Overall

	(All divisions)	% Chg. '84/'85	Sub Rev. ($000)
1	PC Magazine	126.0	5,668
2	Gourmet	73.2	15,607
3	Family Circle	70.0	5,257
4	National Examiner	52.5	213
5	Circus Magazine	50.1	663
6	Modern Maturity	42.1	29,349
7	Venture	39.9	3,866
8	M The Civilized Man	39.4	1,583
9	Compute!'s Gazette	38.9	3,840
10	Success!	38.3	3,809

Division One

	(Over 2 mil. avg. sub. circ.)	% Chg. '84/'85	Sub Rev. ($000)
1	Modern Maturity	42.1	29,349
2	Consumer Reports	28.1	55,558
3	McCall's	26.6	66,210
4	Sports Illustrated	16.0	117,078
5	Time	13.7	206,859
6	Southern Living	13.6	38,168
7	Guideposts	11.6	27,296
8	Smithsonian	8.8	39,561
9	Ladies' Home Journal	7.6	56,054
10	Playboy	7.2	49,604

Division Two

	(1 - 2 mil. avg. sub. circ.)	% Chg. '84/'85	Sub Rev. ($000)
1	People Weekly	23.2	48,566
2	Golf Digest	19.8	16,318
3	Money	18.5	35,808
4	1,001 Home Ideas	16.4	20,379
5	Family Handyman	12.9	10,752
6	True Story	12.7	11,168
7	National Geo. Traveler	9.6	12,841
8	Highlights for Children	8.5	30,643
9	Popular Mechanics	7.6	12,740
10	Field & Stream	7.4	18,051

Division Three

	(500,000 - 1 mil. avg. sub. circ.)	% Chg. '84/'85	Sub Rev. ($000)
1	Gourmet	73.2	15,607
2	Essence	34.0	6,008
3	New Woman	30.7	6,825
4	Signature	26.8	11,949
5	Car and Driver	26.3	8,996
6	Rolling Stone	23.8	11,461
7	Food & Wine	22.1	9,940
8	Homeowner	21.4	6,155
9	Hot Rod	21.3	5,701
10	Home	20.5	6,946

Division Four

	(250,000 - 500,000 avg. sub. circ.)	% Chg. '84/'85	Sub Rev. ($000)
1	Family Circle	70.0	5,257
2	Venture	39.9	3,866
3	Success!	38.3	3,809
4	50 Plus	31.2	5,082
5	High Technology	30.4	5,604
6	Mademoiselle	27.6	4,610
7	Vanity Fair	23.3	3,520
8	Tennis	19.4	4,578
9	Family Computing	16.9	3,853
10	Endless Vacation	16.3	17,649

Division Five

	(Less than 250,000 avg. sub. circ.)	% Chg. '84/'85	Sub Rev. ($000)
1	PC Magazine	126.0	5,668
2	National Examiner	52.5	213
3	Circus Magazine	50.1	663
4	M The Civilized Man	39.4	1,583
5	Compute!'s Gazette	38.9	3,840
6	Easyriders	36.8	1,406
7	InfoWorld	33.5	2,923
8	Penthouse	31.0	7,750
9	PC World	30.7	3,423
10	Compute!	28.7	4,222

Figures are FOLIO estimates for the calendar year 1985.

FASTEST GROWING CONSUMER MAGAZINES BY NEWSSTAND REVENUE

Overall

(All divisions)		% Chg. '84/'85	Newsstand Rev. ($000)
1	Nation's Business	221.2	77
2	Consumers Digest	206.9	150
3	Health	152.6	126
4	Food & Wine	79.3	730
5	W	40.6	1,672
6	M The Civilized Man	38.2	1,881
7	Rolling Stone	37.5	13,883
8	Road & Track	34.8	7,498
9	Smithsonian	34.6	272
10	Star	34.5	116,125

Division One

(Over 750,000 avg. news. circ.)		% Chg. '84/'85	Newsstand Rev. ($000)
1	Star	34.5	116,125
2	National Examiner	17.1	29,603
3	Glamour	14.9	35,795
4	People Weekly	13.1	129,700
5	TV Guide	11.3	264,047
6	Family Circle	5.9	93,438
7	Mademoiselle	3.4	20,339
8	Woman's Day	2.9	89,778
9	Reader's Digest	2.5	17,080
10	Vogue	1.9	27,565

Division Two

(400,000 - 750,000 avg. news. circ.)		% Chg. '84/'85	Newsstand Rev. ($000)
1	Soap Opera Digest	21.3	17,136
2	Redbook	11.2	13,210
3	Country Living	10.5	11,382
4	Better Homes and Gardens	10.1	10,748
5	Self	9.9	13,926
6	Shape	9.7	9,460
7	New Woman	8.4	14,291
8	Life	6.8	21,657
9	Harper's Bazaar	3.3	10,932
10	Seventeen	1.7	9,302

Division Three

(200,000 - 400,000 avg. news. circ.)		% Chg. '84/'85	Newsstand Rev. ($000)
1	Rolling Stone	37.5	13,883
2	Road & Track	34.8	7,498
3	Motor Trend	13.6	5,328
4	Muscle & Fitness	10.3	15,561
5	Money	6.7	9,539
6	Hot Rod	6.1	6,791
7	'Teen	5.7	5,270
8	Time	3.9	22,244
9	Ebony	3.6	5,139
10	Sesame Street	3.1	3,035

Division Four

(100,000 - 200,000 avg. news. circ.)		% Chg. '84/'85	Newsstand Rev. ($000)
1	Home	30.0	2,535
2	Discover	25.8	3,868
3	4-Wheel & Off-Road	21.9	4,131
4	Prevention	20.3	2,905
5	Southern Living	19.0	4,691
6	Guns & Ammo	15.6	3,548
7	Soldier of Fortune	14.4	5,615
8	Inside Sports	10.8	3,617
9	Four Wheeler	9.2	3,476
10	Consumer Reports	8.7	3,753

Division Five

(Less than 100,000 avg. news. circ.)		% Chg. '84/'85	Newsstand Rev. ($000)
1	Nation's Business	221.2	77
2	Consumers Digest	206.9	150
3	Health	152.6	126
4	Food & Wine	79.3	730
5	W	40.6	1,672
6	M The Civilized Man	38.2	1,881
7	Smithsonian	34.6	272
8	Success!	28.6	878
9	1,001 Home Ideas	28.0	954
10	Skin Diver	26.8	893

Figures are FOLIO estimates for the calendar year 1985.

FASTEST GROWING CONSUMER MAGAZINES BY ADVERTISING PAGES

Overall

(All divisions)		% Chg. '84/'85	Ad Pages
1	Consumers Digest	104.9	209
2	American Health	38.0	559
3	Financial World	33.3	604
4	Vanity Fair	28.5	431
5	Circus Magazine	25.8	605
6	Food & Wine	24.6	631
7	Audubon	22.3	214
8	Gallery	21.7	140
9	AmericanWay	21.0	1,485
10	Connoisseur	20.6	847

Division One

(Over $25 mil. ad revenue)		% Chg. '84/'85	Ad Pages
1	Car and Driver	12.9	1,224
2	Parents	12.8	1,131
3	Modern Maturity	9.4	276
4	Ebony	9.2	1,201
5	Rolling Stone	8.6	1,180
6	Ladies' Home Journal	7.9	1,362
7	Road & Track	7.3	1,341
8	Smithsonian	6.2	1,075
9	New York	5.6	3,151
10	Sunset	3.1	1,837

Division Two

($10 - $25 mil. ad revenue)		% Chg. '84/'85	Ad Pages
1	AmericanWay	21.0	1,485
2	New Woman	20.3	679
3	Crain's Chicago Business	19.2	1,944
4	1,001 Home Ideas	18.2	588
5	Motor Trend	16.3	894
6	Gourmet	14.8	1,142
7	Stereo Review	13.6	638
8	Modern Bride	8.2	1,719
9	House & Garden	5.9	1,160
10	Country Living	5.6	841

Division Three

($5 - $10 mil. ad revenue)		% Chg. '84/'85	Ad Pages
1	American Health	38.0	559
2	Vanity Fair	28.5	431
3	Food & Wine	24.6	631
4	Connoisseur	20.6	847
5	Us	14.8	515
6	Cycle	13 7	597
7	Bassmaster Magazine	11.6	518
8	Audio	10.0	1,038
9	4-Wheel & Off-Road	9.8	976
10	Globe	9.7	1,020

Division Four

($3 - $5 mil. ad revenue)		% Chg. '84/'85	Ad Pages
1	Consumers Digest	104.9	209
2	Financial World	33.3	604
3	VFW	14.3	327
4	Outside	12.9	587
5	Southern Accents	11.6	540
6	American Legion	10.5	306
7	Harvard Business Review	10.2	411
8	National Examiner	9.0	510
9	Four Wheeler	7.6	1,054
10	Petersen's Hunting	7.4	574

Division Five

(Less than $3 mil. ad revenue)		% Chg. '84/'85	Ad Pages
1	Circus Magazine	25.8	605
2	Audubon	22.3	214
3	Gallery	21.7	140
4	Inside Sports	16.1	343
5	Soldier of Fortune	13.7	510
6	Homeowner	8.6	282
7	Endless Vacation	7.3	51
8	Grit	6.6	389
9	Popular Hot Rodding	5.4	549
10	Playgirl	4.9	416

Figures are FOLIO estimates for the calendar year 1985.

FASTEST GROWING CONSUMER MAGAZINES BY AVERAGE CIRCULATION

Overall

(All divisions)		% Chg. '84/'85	Average Circ.
1	PC Magazine	65.9	266,618
2	Gourmet	63.4	1,077,234
3	Vanity Fair	36.3	372,855
4	M The Civilized Man	33.2	133,867
5	Family	31.6	528,585
6	50 Plus	31.4	414,165
7	InfoWorld	26.6	148,904
8	PC World	21.8	283,846
9	Inside Sports	21.3	348,810
10	Endless Vacation	21.3	459,856

Division One

(Over 2 mil. avg. circ.)		% Chg. '84/'85	Average Circ.
1	Modern Maturity	18.4	12,228,659
2	Parade	17.8	27,920,000
3	Consumer Reports	15.1	3,618,553
4	Smithsonian	5.9	2,206,871
5	People Weekly	4.8	2,901,197
6	Redbook	4.4	4,149,433
7	Sports Illustrated	4.3	2,782,872
8	Southern Living	2.3	2,308,055
9	American Legion	2.1	2,555,995
10	USA Weekend	2.0	13,110,893

Division Two

(1 - 2 mil. avg. circ.)		% Chg. '84/'85	Average Circ.
1	Gourmet	63.4	1,077,234
2	Country Living	15.2	1,442,557
3	New Woman	14.2	1,156,344
4	Sesame Street	11.6	1,179,647
5	Money	11.2	1,661,188
6	National Examiner	8.8	1,070,231
7	Highlights For Children	8.5	1,751,000
8	National Geo. Traveler	7.7	1,009,074
9	Life	5.5	1,566,697
10	'Teen	3.7	1,039,437

Division Three

(500,000 - 1 mil. avg. circ.)		% Chg. '84/'85	Average Circ.
1	Family	31.6	528,585
2	Home	20.7	698,716
3	Rolling Stone	20.0	990,938
4	Inc.	15.6	608,156
5	Essence	14.4	800,960
6	American Health	14.3	787,468
7	Food & Wine	10.7	608,589
8	House & Garden	9.4	616,447
9	Shape	8.8	532,987
10	Sporting News	7.2	712,855

Division Four

(250,000 - 500,000 avg. circ.)		% Chg. '84/'85	Average Circ.
1	PC Magazine	65.9	266,618
2	Vanity Fair	36.3	372,855
3	50 Plus	31.4	414,165
4	PC World	21.8	283,846
5	Inside Sports	21.3	348,810
6	Endless Vacation	21.3	459,856
7	Success!	19.6	350,897
8	Connoisseur	16.0	271,788
9	Family Computing	15.3	402,760
10	Video	15.0	321,196

Division Five

(Less than 250,000 avg. circ.)		% Chg. '84/'85	Average Circ.
1	M The Civilized Man	33.2	133,867
2	InfoWorld	26.6	148,904
3	Financial World	18.1	136,469
4	Southern Accents	16.2	206,562
5	AutoWeek	10.3	157,947
6	Boston Magazine	10.2	131,498
7	Four Wheeler	8.6	204,035
8	Soldier of Fortune	7.5	179,282
9	Philadelphia Magazine	5.6	153,076
10	San Diego Magazine	5.3	60,097

Figures are Folio estimates for the calendar year 1985.

CONSUMER MARKET PERFORMANCE SUMMARIES

Total Revenue

Rank 1985	Market Name	1985 Total Rev. ($000)
1	Newsmagazines	2,717,645
2	General Interest	2,684,570
3	Women's Service	1,527,305
4	Affluence 1	1,351,045
5	Business & Financial	807,349
6	Home	786,289
7	Sports	714,604
8	Women's Lifestyles	688,539
9	Affluence 2	498,463
10	Men's Lifestyles	475,304
11	Women-in-Business	474,554
12	Sunday Magazines	450,875
13	City & Regional	391,557
14	Women's Fashion	361,236
15	Personal Finance & Mgmt.	261,561
16	Lifestyles	255,661
17	Affluence 3	247,315
18	Automotive	242,813
19	Computing	209,433
20	Outdoor	202,156
21	Men's Service	185,170
22	Science & Nature	182,513
23	Youth & Teen	174,392
24	Health & Fitness	143,432
25	Black	138,941
26	Travel	132,200
27	Home Entertainment	101,499
28	Culinary	99,027
29	Maturity	71,711
30	Inflight	61,333
31	Bridal	57,653

Advertising Revenue

Rank 1985	Market Name	1985 Ad Rev. ($000)
1	Newsmagazines	1,506,136
2	General Interest	1,051,689
3	Affluence 1	844,989
4	Women's Service	835,402
5	Business & Financial	596,067
6	Sunday Magazines	450,875
7	Sports	437,820
8	Home	432,583
9	Women's Lifestyles	340,511
10	Affluence 2	328,290
11	Women-in-Business	283,222
12	City & Regional	267,691
13	Women's Fashion	233,802
14	Affluence 3	186,651
15	Men's Lifestyles	152,181
16	Automotive	144,522
17	Computing	138,700
18	Lifestyles	132,563
19	Personal Finance & Mgmt.	105,282
20	Outdoor	99,738
21	Men's Service	92,638
22	Black	75,578
23	Science & Nature	65,517
24	Home Entertainment	64,179
25	Inflight	61,333
26	Travel	53,323
27	Youth & Teen	53,215
28	Culinary	52,665
29	Bridal	43,611
30	Health & Fitness	41,446
31	Maturity	33,232

Advertising Pages

Rank 1985	Market Name	1985 Pages
1	Affluence 3	31,007
2	City & Regional	30,088
3	Business & Financial	27,867
4	Affluence I	27,438
5	General Interest	26,827
6	Sports	22,846
7	Affluence 2	21,621
8	Lifestyles	20,823
9	Computing	19,454
10	Home	18,270
11	Newsmagazines	18,019
12	Women's Service	16,443
13	Women's Lifestyles	15,924
14	Automotive	11,274
15	Sunday Magazines	10,811
16	Women's Fashion	9,951
17	Women-in-Business	8,753
18	Outdoor	6,863
19	Men's Lifestyles	6,360
20	Inflight	6,007
21	Home Entertainment	5,808
22	Personal Finance & Mgmt.	5,100
23	Men's Service	5,001
24	Science & Nature	4,506
25	Health & Fitness	4,209
26	Black	3,902
27	Bridal	3,533
28	Youth & Teen	3,227
29	Culinary	2,887
30	Travel	2,847
31	Maturity	991

Average Circulation

Rank 1985	Market Name	1985 Avg. Circ.
1	General Interest	72,998,699
2	Women's Service	52,085,174
3	Sunday Magazines	45,927,712
4	Newsmagazines	33,214,140
5	Affluence 1	32,751,858
6	Home	27,210,944
7	Women's Lifestyles	17,889,483
8	Maturity	14,508,567
9	Women-in-Business	11,790,776
10	Sports	11,420,250
11	Men's Lifestyles	10,273,839
12	Youth & Teen	9,638,072
13	Men's Service	9,051,243
14	Outdoor	8,901,311
15	Home Entertainment	8,899,864
16	Affluence 2	8,712,738
17	Personal Finance & Mgmt.	8,693,536
18	Business & Financial	8,686,294
19	City & Regional	7,698,986
20	Lifestyles	7,521,344
21	Travel	7,147,552
22	Science & Nature	6,595,714
23	Health & Fitness	6,565,884
24	Automotive	5,924,474
25	Women's Fashion	5,654,475
26	Affluence 3	3,749,459
27	Black	3,586,875
28	Computing	3,202,228
29	Culinary	2,990,380
30	Inflight	1,687,693
31	Bridal	705,919

Figures are Folio estimates for the calendar year 1985.

CONSUMER MARKET PERFORMANCE SUMMARIES

Subscription Revenue

Rank 1985	Market Name	1985 Sub. Rev. ($000)
1	General Interest	801,756
2	Newsmagazines	756,640
3	Affluence 1	462,692
4	Women's Service	335,595
5	Home	288,092
6	Sports	213,304
7	Business & Financial	183,202
8	Affluence 2	141,795
9	Personal Finance & Mgmt.	132,143
10	Women's Lifestyles	110,286
11	City & Regional	102,335
12	Youth & Teen	94,102
13	Science & Nature	91,272
14	Lifestyles	84,893
15	Outdoor	83,906
16	Travel	78,409
17	Men's Lifestyles	78,207
18	Men's Service	76,050
19	Health & Fitness	69,907
20	Women-in-Business	65,337
21	Affluence 3	46,898
22	Black	43,794
23	Automotive	42,367
24	Computing	41,797
25	Culinary	38,878
26	Maturity	38,480
27	Women's Fashion	31,133
28	Home Entertainment	27,755
29	Bridal	856
30	Inflight	0
31	Sunday Magazines	0

Average Subscription Circulation

Rank 1985	Market Name	1985 Avg. Sub. Circ.
1	General Interest	49,336,866
2	Women's Service	31,127,043
3	Affluence 1	29,622,596
4	Home	24,349,409
5	Newsmagazines	22,458,239
6	Maturity	14,508,567
7	Sports	9,610,812
8	Men's Service	8,165,531
9	Youth & Teen	8,145,184
10	Outdoor	8,082,129
11	Personal Finance & Mgmt.	7,988,949
12	Women's Lifestyles	7,941,320
13	Business & Financial	7,453,831
14	Travel	7,131,137
15	City & Regional	6,927,698
16	Affluence 2	6,585,097
17	Lifestyles	6,291,936
18	Women-in-Business	6,232,927
19	Science & Nature	5,659,478
20	Health & Fitness	5,395,902
21	Men's Lifestyles	4,122,539
22	Automotive	3,721,526
23	Home Entertainment	3,158,530
24	Black	2,980,132
25	Culinary	2,686,205
26	Computing	2,473,962
27	Affluence 3	2,386,811
28	Women's Fashion	2,027,458
29	Bridal	77,993
30	Inflight	0
31	Sunday Magazines	0

Newsstand Revenue

Rank 1985	Market Name	1985 News. Rev. ($000)
1	General Interest	831,129
2	Newsmagazines	454,867
3	Women's Service	356,315
4	Men's Lifestyles	244,915
5	Women's Lifestyles	237,741
6	Women-in-Business	125,995
7	Women's Fashion	96,303
8	Home	65,618
9	Sports	63,481
10	Automotive	55,925
11	Affluence 1	43,361
12	Lifestyles	38,210
13	Health & Fitness	32,078
14	Computing	28,936
15	Affluence 2	28,381
16	Business & Financial	28,079
17	Youth & Teen	27,075
18	Science & Nature	25,724
19	Personal Finance & Mgmt.	24,132
20	City & Regional	21,532
21	Black	19,572
22	Outdoor	18,511
23	Men's Service	16,483
24	Affluence 3	13,765
25	Bridal	13,186
26	Home Entertainment	9,562
27	Culinary	7,483
28	Travel	469
29	Inflight	0
30	Maturity	0
31	Sunday Magazines	0

Average Newsstand Circulation

Rank 1985	Market Name	1985 Avg. News. Circ.
1	General Interest	23,661,840
2	Women's Service	20,110,024
3	Newsmagazines	10,755,903
4	Women's Lifestyles	8,571,471
5	Men's Lifestyles	6,151,301
6	Women-in-Business	5,557,849
7	Women's Fashion	3,627,019
8	Home	2,861,547
9	Automotive	2,202,953
10	Sports	1,809,444
11	Affluence 1	1,531,234
12	Youth & Teen	1,492,888
13	Health & Fitness	1,229,412
14	Lifestyles	1,169,982
15	Science & Nature	936,239
16	Men's Service	885,716
17	Outdoor	819,186
18	City & Regional	765,351
19	Affluence 2	746,541
20	Computing	728,267
21	Personal Finance & Mgmt.	694,588
22	Bridal	627,927
23	Black	606,745
24	Business & Financial	585,414
25	Affluence 3	414,958
26	Home Entertainment	351,891
27	Culinary	304,175
28	Travel	16,415
29	Inflight	0
30	Maturity	0
31	Sunday Magazines	0

Figures are FOLIO estimates for the calendar year 1985.

AFFLUENCE 1

(Over 650,000 avg. circulation)

Ad Pages

1	New York Times Magazine	4,360
2	BusinessWeek/N.Amer.Ed.	4,214
3	Forbes	3,711
4	Fortune	3,273
5	Money	1,461
6	Travel & Leisure	1,269
7	Gourmet	1,142
8	Bon Appetit	1,114
9	Smithsonian	1,075
10	Golf Digest	1,066
11	House Beautiful	973
12	Golf Magazine	739
13	Signature	673
14	Home	587
15	Changing Times	492
16	Nation's Business	421
17	National Geographic	280
18	Country Home	205
19	Dial	158
20	National Geo. Traveler	155
21	Adventure Road	70
	Total	27,438

% Chg. Ad Pages

	1985 vs. 1984	%
1	Gourmet	14.8
2	Smithsonian	6.2
3	Bon Appetit	−0.2
4	National Geographic	−0.7
5	Signature	−1.3
6	Nation's Business	−1.3
7	Golf Digest	−1.9
8	Travel & Leisure	−2.7
9	Forbes	−3.2
10	Home	−3.7
11	Money	−3.8
12	Fortune	−6.1
13	New York Times Magazine	−7.5
14	Changing Times	−8.1
15	Golf Magazine	−8.9
16	House Beautiful	−14.6
17	BusinessWeek/N.Amer.Ed.	−15.2
18	National Geo. Traveler	−26.9
19	Country Home	ne
20	Dial	ne
21	Adventure Road	ne

Net Chg. Ad Pages

	1985 vs. 1984	
1	Gourmet	147
2	Smithsonian	63
3	National Geographic	−2
4	Bon Appetit	−2
5	Nation's Business	−6
6	Signature	−9
7	Golf Digest	−21
8	Home	−23
9	Travel & Leisure	−35
10	Changing Times	−43
11	Money	−57
12	National Geo. Traveler	−57
13	Golf Magazine	−72
14	Forbes	−123
15	House Beautiful	−166
16	Fortune	−213
17	New York Times Magazine	−356
18	BusinessWeek/N.Amer.Ed.	−758
19	Dial	ne
20	Country Home	ne
21	Adventure Road	ne
	Total	−1,733

Avg. Ad Pages/Copy

1	Forbes	128
2	Fortune	126
3	Money	122
4	Travel & Leisure	106
5	Gourmet	95
6	Bon Appetit	93
7	Smithsonian	90
8	Golf Digest	89
9	BusinessWeek/N.Amer.Ed.	83
10	House Beautiful	81
11	New York Times Magazine	65
12	Golf Magazine	62
13	Signature	56
14	Home	49
15	Changing Times	41
16	National Geo. Traveler	39
17	Nation's Business	35
18	Country Home	34
19	National Geographic	23
20	Dial	13
21	Adventure Road	12

Ad Revenue

		$000
1	BusinessWeek/N.Amer.Ed.	169,100
2	Forbes	115,826
3	Fortune	115,743
4	New York Times Magazine	109,609
5	Money	62,271
6	Smithsonian	36,433
7	Golf Digest	35,659
8	National Geographic	31,922
9	Travel & Leisure	30,184
10	Bon Appetit	26,332
11	House Beautiful	24,192
12	Gourmet	18,568
13	Golf Magazine	16,863
14	Changing Times	12,201
15	Nation's Business	10,004
16	Signature	9,989
17	Home	9,508
18	Country Home	3,777
19	National Geo. Traveler	3,678
20	Dial	2,530
21	Adventure Road	600
	Total	844,989

% Chg. Ad Revenue

	1985 vs. 1984	%
1	Gourmet	33.4
2	Home	30.2
3	Smithsonian	18.6
4	Nation's Business	11.5
5	Travel & Leisure	9.7
6	Bon Appetit	9.3
7	Signature	9.1
8	Money	9.0
9	Golf Digest	8.3
10	National Geographic	6.4
11	Forbes	5.6
12	Fortune	3.6
13	National Geo. Traveler	2.1
14	Golf Magazine	2.0
15	New York Times Magazine	−1.3
16	Changing Times	−4.7
17	House Beautiful	−7.2
18	BusinessWeek/N.Amer.Ed.	−8.5
19	Adventure Road	ne
20	Dial	ne
21	Country Home	ne

Net Chg. Ad Revenue

	1985 vs. 1984	$000
1	Forbes	6,113
2	Smithsonian	5,707
3	Money	5,130
4	Gourmet	4,653
5	Fortune	4,064
6	Golf Digest	2,736
7	Travel & Leisure	2,656
8	Bon Appetit	2,231
9	Home	2,207
10	National Geographic	1,928
11	Nation's Business	1,035
12	Signature	829
13	Golf Magazine	338
14	National Geo. Traveler	75
15	Changing Times	−601
16	New York Times Magazine	−1,428
17	House Beautiful	−1,874
18	BusinessWeek/N.Amer.Ed.	−15,682
19	Dial	ne
20	Adventure Road	ne
21	Country Home	ne
	Total	20,117

Avg. Edit. Pages/Copy

1	National Geographic	147
2	National Geo. Traveler	145
3	Gourmet	105
4	Forbes	103
5	Smithsonian	103
6	Country Home	95
7	Travel & Leisure	94
8	House Beautiful	88
9	Golf Digest	79
10	Home	78
11	Bon Appetit	73
12	BusinessWeek/N.Amer.Ed.	71
13	Signature	71
14	Golf Magazine	59
15	Changing Times	53
16	Nation's Business	49
17	New York Times Magazine	37
18	Dial	27
19	Adventure Road	22
20	Money	ne
21	Fortune	ne

▶

ne = not estimated

MAGAZINE PROFILES

Adventure Road

Citicorp Publishing
200 East Randolph Drive
Chicago, IL 60601
(312) 856-2583
Year founded: 1964
Published: Bimonthly

Editorial Description: Adventure Road concerns recreational, travel and motoring interests. Articles cover a variety of topics, highlighting diverse geographical areas and the activities that may be enjoyed in each. Topics include motoring advice: auto maintenance tips; travel ideas and services; vacation planning; products for travel and photography.

Member: ABC

Primary SRDS Classification No. C-46

Bon Appetit

Bon Appetit Publishing Corporation
140 East 45th Street
New York, NY 10017
(212) 687-1255
Year founded: 1974
Published: Monthly

Editorial Description: Bon Appetit is edited for food enthusiasts. Stressing the connection between food and people, the editorial focus is on recipes, wine and spirits, and travel to destinations of epicurean interest. Features include a variety of cooking and entertaining ideas with precise instructions for readers at all skill levels. The editorial mix provides approaches developed by both food enthusiasts and professionals. Five monthly columns are based on recipes and food and wine queries contributed by readers themselves. The lifestyle of this intensely involved, affluent audience puts them in the vanguard of quality consumers.

Member: ABC

Primary SRDS Classification No. C-18

BusinessWeek

(North American Edition)

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-2000
Year founded: 1929
Published: 51x per year

Editorial Description: BusinessWeek is published for management. Each week it reports the news, ▶

AFFLUENCE 1

Continued

Average Circulation

1	National Geographic	10,418,833
2	Smithsonian	2,206,871
3	Money	1,661,188
4	New York Times Magazine	1,598,030
5	Adventure Road	1,556,512
6	Changing Times	1,425,751
7	Bon Appetit	1,304,557
8	Dial	1,266,674
9	Golf Digest	1,231,295
10	Gourmet	1,077,234
11	National Geo. Traveler	1,009,074
12	Travel & Leisure	985,156
13	Nation's Business	868,656
14	House Beautiful	839,701
15	Golf Magazine	804,124
16	Signature	789,782
17	BusinessWeek/N.Amer.Ed.	788,209
18	Country Home	763,304
19	Forbes	729,167
20	Fortune	729,024
21	Home	698,716
	Total	**32,751,858**

% Chg. Avg. Circ.

1985 vs. 1984		%
1	Gourmet	63.4
2	Home	20.7
3	Money	11.2
4	National Geo. Traveler	7.7
5	Smithsonian	5.9
6	Travel & Leisure	3.8
7	New York Times Magazine	3.5
8	Fortune	2.7
9	Golf Magazine	2.2
10	National Geographic	1.8
11	Changing Times	1.8
12	BusinessWeek/N.Amer.Ed	1.6
13	Golf Digest	1.6
14	Nation's Business	0.6
15	Forbes	0.4
16	Signature	0.3
17	Bon Appetit	0.3
18	House Beautiful	−3.4
19	Dial	ne
20	Adventure Road	ne
21	Country Home	ne

Net Chg. Avg. Circ.

1985 vs. 1984		
1	Gourmet	417,782
2	National Geographic	189,181
3	Money	167,493
4	Smithsonian	122,504
5	Home	119,928
6	National Geo. Traveler	71,820
7	New York Times Magazine	54,708
8	Travel & Leisure	35,845
9	Changing Times	25,180
10	Golf Digest	19,501
11	Fortune	19,002
12	Golf Magazine	17,686
13	BusinessWeek/N.Amer.Ed.	12,559
14	Nation's Business	5,141
15	Bon Appetit	3,420
16	Forbes	2,935
17	Signature	2,085
18	House Beautiful	−29,633
19	Adventure Road	ne
20	Dial	ne
21	Country Home	ne
	Total	**1,257,137**

Avg. Total Pages/Copy

ad pages + edit. pages		
1	Forbes	231
2	Gourmet	200
3	Travel & Leisure	199
4	Smithsonian	192
5	National Geo. Traveler	184
6	National Geographic	170
7	House Beautiful	169
8	Golf Digest	168
9	Bon Appetit	165
10	BusinessWeek/N.Amer.Ed.	154
11	Country Home	129
12	Signature	127
13	Home	127
14	Golf Magazine	120
15	New York Times Magazine	102
16	Changing Times	94
17	Nation's Business	84
18	Dial	40
19	Adventure Road	33
20	Money	ne
21	Fortune	ne

Total Revenue

ad rev. + circ. rev.		$000
1	BusinessWeek/N.Amer.Ed.	198,392
2	National Geographic	188,205
3	Forbes	145,460
4	Fortune	144,026
5	New York Times Magazine	109,609
6	Money	107,619
7	Smithsonian	76,265
8	Golf Digest	54,342
9	Travel & Leisure	51,746
10	Bon Appetit	43,165
11	Gourmet	37,427
12	House Beautiful	37,315
13	Changing Times	27,615
14	Golf Magazine	26,353
15	Signature	21,938
16	Nation's Business	19,968
17	Home	18,989
18	National Geo. Traveler	16,526
19	Country Home	14,485
20	Dial	6,330
21	Adventure Road	5,270
	Total	**1,351,045**

% Chg. Total Revenue

1985 vs. 1984		%
1	Gourmet	44.0
2	Home	26.5
3	Signature	18.1
4	Smithsonian	13.4
5	Travel & Leisure	13.3
6	Money	11.8
7	Golf Digest	11.5
8	National Geo. Traveler	7.9
9	Nation's Business	6.7
10	Forbes	5.9
11	Bon Appetit	5.6
12	Fortune	4.7
13	Golf Magazine	2.7
14	National Geographic	2.6
15	New York Times Magazine	−1.3
16	Changing Times	−2.7
17	House Beautiful	−4.4
18	BusinessWeek/N.Amer.Ed.	−7.2
19	Adventure Road	ne
20	Dial	ne
21	Country Home	ne

Subscription Revenue

		$000
1	National Geographic	156,282
2	Smithsonian	39,561
3	Money	35,808
4	BusinessWeek/N.Amer.Ed.	26,920
5	Forbes	26,464
6	Fortune	25,578
7	Travel & Leisure	21,212
8	Golf Digest	16,318
9	Gourmet	15,607
10	Changing Times	14,684
11	Bon Appetit	13,331
12	National Geo. Traveler	12,841
13	Signature	11,949
14	Nation's Business	9,886
15	Golf Magazine	7,553
16	House Beautiful	7,229
17	Home	6,946
18	Country Home	6,053
19	Adventure Road	4,670
20	Dial	3,800
21	New York Times Magazine	0
	Total	**462,692**

% Chg. Sub. Revenue

1985 vs. 1984		%
1	Gourmet	73.2
2	Signature	26.8
3	Home	20.5
4	Golf Digest	19.8
5	Travel & Leisure	18.8
6	Money	18.5
7	National Geo. Traveler	9.6
8	House Beautiful	9.0
9	Smithsonian	8.8
10	Fortune	8.7
11	Forbes	8.0
12	Golf Magazine	4.0
13	National Geographic	1.8
14	Nation's Business	1.7
15	Bon Appetit	1.2
16	BusinessWeek/N.Amer.Ed.	1.1
17	Changing Times	−1.3
18	New York Times Magazine	n/a
19	Country Home	ne
20	Adventure Road	ne
21	Dial	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

the ideas and the trends that have an impact on the economy or on an industry—or that can provide new insights for the business executive in the operation of his own business. Featured departments include Management, Marketing, Labor, Technology, Wall Street, Finance, Transportation, New Products, Government, Research, The Markets, International Business, Business Outlook, International Outlook, Washington Outlook, Figures of the Week, Books, Cities, Names and Faces and Ideas and Trends.

Member: ABC

Primary SRDS Classification No. C-8

Changing Times

The Kiplinger Washington Editors, Inc.
220 East 42nd Street, Suite 3010
New York, NY 10017
(212) 599-0454
Year founded: 1947
Published: Monthly

Editorial Description: Changing Times provides practical information about ways to maximize current assets and anticipate opportunities in an increasingly complex world. Changing Times features updates on new and existing products and services and provides information on investments, insurance, taxes, home ownership, recreation, education, automobiles, health care and career and retirement planning. Regular editorial departments cover the economic outlook, jobs, travel and recreation, books, home improvement and maintenance, things to write for and answers to readers' questions.

Member: ABC

Primary SRDS Classification No. C-22

Better Homes & Gardens

Country Home

Meredith Corporation
1716 Locust St.
Des Moines, IA 50336
(515) 284-3000
Year founded: 1983
Published: Bimonthly

Editorial Description: Country Home is a magazine for people interested in the various aspects of the country life. Features cover country lifestyles, building and renovation, furnishings, antiques and collectibles, country gardens, crafts and country cooking.

Member: ABC

Primary SRDS Classification No. C-24

Figures are Folio estimates for the calendar year 1985.

AFFLUENCE 1

Continued

Avg. Subscription Circ.

1	National Geographic	10,418,833
2	Smithsonian	2,197,806
3	Adventure Road	1,556,512
4	Changing Times	1,391,004
5	Money	1,355,448
6	Dial	1,266,674
7	Bon Appetit	1,161,509
8	Golf Digest	1,130,229
9	National Geo. Traveler	1,008,731
10	Travel & Leisure	975,280
11	Gourmet	946,978
12	Nation's Business	865,956
13	Signature	789,782
14	BusinessWeek/N.Amer.Ed.	765,069
15	Golf Magazine	722,599
16	Fortune	697,776
17	Forbes	693,910
18	Home	590,380
19	House Beautiful	587,816
20	Country Home	500,304
21	New York Times Magazine	0
	Total	**29,622,596**

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	Gourmet	78.1
2	Home	19.2
3	Money	12.5
4	National Geo. Traveler	7.6
5	Smithsonian	5.8
6	Travel & Leisure	3.8
7	Fortune	2.7
8	Golf Magazine	2.7
9	National Geographic	1.8
10	Changing Times	1.8
11	BusinessWeek/N.Amer.Ed.	1.7
12	Bon Appetit	1.2
13	Golf Digest	1.2
14	Forbes	0.4
15	Nation's Business	0.4
16	Signature	0.3
17	House Beautiful	– 1.7
18	New York Times Magazine	n/a
19	Dial	ne
20	Adventure Road	ne
21	Country Home	ne

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	Gourmet	415,373
2	National Geographic	189,181
3	Money	150,491
4	Smithsonian	120,927
5	Home	94,907
6	National Geo. Traveler	71,477
7	Travel & Leisure	35,824
8	Changing Times	24,025
9	Golf Magazine	18,847
10	Fortune	18,319
11	Bon Appetit	13,584
12	Golf Digest	12,946
13	BusinessWeek/N.Amer.Ed.	12,432
14	Nation's Business	3,322
15	Forbes	2,922
16	Signature	2,085
17	House Beautiful	– 10,117
18	New York Times Magazine	n/a
19	Dial	ne
20	Adventure Road	ne
21	Country Home	ne
	Total	**1,176,545**

Newsstand Revenue

		$000
1	Money	9,539
2	House Beautiful	5,894
3	Country Home	4,655
4	Bon Appetit	3,502
5	Gourmet	3,251
6	Forbes	3,170
7	Fortune	2,705
8	Home	2,535
9	BusinessWeek/N.Amer.Ed.	2,372
10	Golf Digest	2,365
11	Golf Magazine	1,937
12	Changing Times	730
13	Travel & Leisure	350
14	Smithsonian	272
15	Nation's Business	77
16	National Geo. Traveler	7
17	Dial	0
18	National Geographic	0
19	Signature	0
20	New York Times Magazine	0
21	Adventure Road	0
	Total	**43,361**

Avg. Newsstand Circ.

1	Money	305,740
2	Country Home	263,000
3	House Beautiful	251,886
4	Bon Appetit	143,048
5	Gourmet	130,256
6	Home	108,336
7	Golf Digest	101,066
8	Golf Magazine	81,525
9	Forbes	35,258
10	Changing Times	34,747
11	Fortune	31,248
12	BusinessWeek/N.Amer.Ed.	23,140
13	Travel & Leisure	9,876
14	Smithsonian	9,065
15	Nation's Business	2,700
16	National Geo. Traveler	343
17	Dial	0
18	National Geographic	0
19	Signature	0
20	New York Times Magazine	0
21	Adventure Road	0
	Total	**1,531,234**

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	Nation's Business	206.1
2	Home	30.0
3	Smithsonian	21.0
4	Golf Digest	6.9
5	Money	5.9
6	Changing Times	3.4
7	Fortune	2.2
8	Gourmet	1.9
9	BusinessWeek/N.Amer.Ed.	0.6
10	Travel & Leisure	0.2
11	Forbes	0.0
12	Golf Magazine	– 1.4
13	Bon Appetit	– 6.6
14	House Beautiful	– 7.2
15	Dial	n/a
16	Signature	n/a
17	Adventure Road	n/a
18	New York Times Magazine	n/a
19	National Geographic	n/a
20	National Geo. Traveler	ne
21	Country Home	ne

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	Home	25,021
2	Money	17,002
3	Golf Digest	6,555
4	Gourmet	2,409
5	Nation's Business	1,818
6	Smithsonian	1,576
7	Changing Times	1,155
8	Fortune	683
9	National Geo. Traveler	343
10	BusinessWeek/N.Amer.Ed.	127
11	Travel & Leisure	20
12	Forbes	14
13	Golf Magazine	– 1,162
14	Bon Appetit	– 10,164
15	House Beautiful	– 19,518
16	Dial	n/a
17	Adventure Road	n/a
18	National Geographic	n/a
19	Signature	n/a
20	New York Times Magazine	n/a
21	Country Home	ne
	Total	**25,879**

% Chg. News. Revenue

	1985 vs. 1984	%
1	Nation's Business	221.2
2	Smithsonian	34.6
3	Home	30.0
4	Travel & Leisure	16.5
5	Fortune	12.7
6	Golf Digest	8.0
7	Money	6.7
8	Gourmet	6.0
9	Golf Magazine	3.9
10	Changing Times	3.5
11	Forbes	1.0
12	BusinessWeek/N.Amer.Ed.	– 1.4
13	Bon Appetit	– 2.3
14	House Beautiful	– 7.2
15	Adventure Road	n/a
16	Dial	n/a
17	National Geographic	n/a
18	New York Times Magazine	n/a
19	Signature	n/a
20	Country Home	ne
21	National Geo. Traveler	ne

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Dial

Public Broadcasting Communications
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1980
Published: Monthly

Editorial Description: Dial, the magazine for public television, is edited for those viewers who financially support Public Television. It publishes a preview of each month's programming broken down into categories such as drama, kids, documentary, and the performing and visual arts. Dial publishes news of Public Television's people and articles relating to PBS specials and series ranging from Sesame Street to Masterpiece Theater, from Nova to The MacNeil/Lehrer NewsHour, and Great Performances. Each issue also contains programming information for thirteen separate editions in the following cities: New York, L.A., Chicago, Boston, Washington, D.C., Seattle, Dallas/Fort Worth, Portland, Tampa, Miami, Indianapolis, New Orleans and Salt Lake City.

Member: ABC
Primary SRDS Classification No. C-30B

Forbes

Forbes Inc.
60 Fifth Avenue
New York, NY 10011
(212)620-2200
Year founded: 1917
Published: 29X per year

Editorial Description: Forbes is edited for management in U.S. companies, plus professional and private investors in stocks, bonds and other securities. Contains corporate stories, supplemented with tabular statistical documentation. Forbes presents a continuing review of management in big business. Using case histories and intra-industry comparisons, it evaluates management's personality, style and philosophy in meeting the bottom-line challenges of profitability, growth and stock market performance. Each issue features Fact and Comment, Trends, Faces Behind the Figures, Personal Affairs, and a Money and Investments Section.

Member: ABC
Primary SRDS Classification No. C-8

Fortune

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212

▶

Figures are FOLIO estimates for the calendar year 1985.

Year founded: 1930
Published: Biweekly

Editorial Description: Fortune is written and edited for management. Fortune provides detailed evaluations of important developments affecting the business community. Articles range from corporation stories to management problems, from national purpose to leisure activities, from science and technology to business personalities. Fortune Forecast reports on the economic outlook; Personal Investing, a review of investment opportunities, and the techniques and theories of investing.

Member: ABC

Primary SRDS Classification No. C-8

Golf Digest

Golf Digest, Inc.
5520 Park Avenue
P.O. Box 0395
Trumbull, CT 06611-0395
(203) 373-7000
Year founded: 1950
Published: Monthly

Editorial Description: Golf Digest is edited for golfers, from beginning to low handicap players. Each issue contains a number of instruction articles authored by teaching and playing professionals, covering various things from fundamentals to fine points of the game. Other articles deal with the personalities and accomplishments of tournament players and other golf figures; previews and results of tournaments; money standings; club administration and activities; equipment and lore of the game. Regular departments deal with: places to play; spectacular holes; golf fashions; junior golf; senior golf; golf books; and golf on television.

Member: ABC

Primary SRDS Classification No. C-45

Golf Magazine

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1958
Published: Monthly

Editorial Description: Golf Magazine is edited for the serious golfer, expert and beginner alike. Approximately 33% of the total is devoted to instruction, with staff written material as well as contributions from the game's most skilled players. Regular monthly departments include "What's inside" by George Peper, "Head-to-Head," "Ask The Pros," "Hotline," "Champs Clinic" and "Pro Pointers" by teaching professionals. In addition, articles on golf resorts, travel opportunities, fairway fashions, profiles of the game's leading personalities, previews of major tournaments, book reviews, humor, commentary make up the balance.

Member: ABC

Primary SRDS Classification No. C-45

Gourmet
The Magazine of Good Living

The Conde Nast Publications Inc.
560 Lexington Avenue
New York, NY 10016
(212) 371-1330
Year founded: 1941
Published: Monthly

Editorial Description: Gourmet is edited for those who are interested in the various aspects of "good living"—i.e., the preparation of fine food, wine, dining out, sports and travel. One or two foreign cities are explored each month. Travel features include historical and artistic matters of interest, natural and architectural wonders, museums, opera houses, churches and cathedrals, and shops. Articles include the history of various foods, writers' personal experiences, restaurant and hotel recommendations, exclusive resorts, menus, recipes, and gift suggestions.

Member: ABC

Primary SRDS Classification No. C-18

HOME

Home Magazine Publishing Corp.
140 East 45th Street
2 Grand Central Towers
New York, NY 10017
(212) 682-4040
Year founded: 1954
Published: Monthly

Editorial Description: HOME is edited for home enthusiasts. Eight out of ten editorial pages are devoted to remodeling, furnishings, architecture and building. It covers new and remodeled kitchens and baths, room additions and conversions, renovations, decorating and design projects, luxury accessories and amenities, landscaping, etc. Features also include interviews with industry professionals, such as decorators, designers and architects. In addition to feature articles, HOME's departments include news and financial information of interest to homeowners, energy conservation, home plans, a buying guide, direct response products, listings of brochures and product literature available from manufacturers, and maintenance and repair information.

Member: ABC

Primary SRDS Classification No. C-24

House Beautiful

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5082
Year founded: 1896
Published: Monthly

Editorial Description: House Beautiful is a home magazine designed for families interested in their homes and home furnishings. Architectural and decorating articles range from advanced design concepts to practical home planning and maintenance information. The editorial content is primarily devoted to home furnishings, management and building; secondly, as a guide to good living, it regularly includes articles on travel, gardening, entertainment, food, liquor, music and beauty.

Member: ABC

Primary SRDS Classification No. C-24

Money

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1972
Published: Monthly

Editorial Description: Money is America's magazine of personal finance. Each issue tackles subjects that concern affluent men and women most today: gaining maximum return on investments, increasing earning power, saving wisely, obtaining quality and values in key purchases.

Member: ABC

Primary SRDS Classification No. C-22

Nation's Business

U.S. Chamber of Commerce
1615 H St. N.W.
Washington, D.C. 20062
(202) 463-5680
Year founded: 1912
Published: Monthly

Editorial Description: Nation's Business is edited for a dynamic sector of American business—small and mid-size companies. A mix of articles tailored to the day-to-day needs of the owners and managers of these growing companies gives them how-to advice on running a business, reports on the latest trends in management and business technology, plus advice from today's successful entrepreneurs and corporate leaders. And our Washington experts keep managers up-to-date on legislative, regulatory and judicial developments affecting their businesses. This combination of managerial advice, business trends and Washington intelligence works to make the manager's job easier—and more profitable.

Member: ABC

Primary SRDS Classification No. C-8

National Geographic

National Geographic Society
17th & M Streets, N.W.
Washington, DC 20036
(202) 857-7000
Year founded: 1888
Published: Monthly

Editorial Description: National Geographic is a leading source of accurate, often definitive information about the world and its people. Dedicated to all aspects of man's involvement in the changing universe, it abundantly reveals the people and places of the world as well as the major technological advances that impact on our lives. First published in 1888, it has won acclaim for its journalistic integrity and photographic excellence.

Member: ABC

Primary SRDS Classification No. C-22

National Geographic Traveler

National Geographic Society
17th & M Streets., N.W.
Washington, D.C. 20036
(202) 857-7000
Year founded: 1984
Published: 4x per year

Editorial Description: National Geographic Traveler, a quarterly magazine published by the National Geographic Society presents in-depth articles of photographs and text on places primarily in the United States and Canada. About 20% of the stories feature destinations abroad—in Europe, the Caribbean, and parts of the Pacific. Regular departments include Bulletin (travel news), Traveling Easy (advice on travel topics), Bookshelf (for further reading), and Highlights, a regional calendar of events.
Member: ABC
Primary SRDS Classification No. C-46

(Continued on page 88)

Figures are FOLIO estimates for the calendar year 1985.

AFFLUENCE 2

(300,000-649,999 avg. circulation)

Ad Pages

1	New York	3,151
2	New Yorker	2,997
3	Town & Country	1,756
4	Architectural Digest	1,572
5	House & Garden	1,160
6	Inc.	1,150
7	Eastern Review	1,143
8	United	1,125
9	Industry Week	1,077
10	Tennis	959
11	Venture	903
12	Ski	791
13	Frequent Flyer	762
14	Food & Wine	631
15	Dun's Business Month	612
16	Flying	507
17	Natural History	496
18	Vanity Fair	431
19	High Technology	347
20	Endless Vacation	51
	Total	**21,621**

% Chg. Ad Pages

1985 vs. 1984

		%
1	Vanity Fair	28.5
2	Food & Wine	24.6
3	Frequent Flyer	8.1
4	Endless Vacation	7.3
5	House & Garden	5.9
6	New York	5.6
7	Architectural Digest	−1.8
8	Natural History	−2.7
9	Tennis	−7.4
10	Town & Country	−7.7
11	Ski	−10.9
12	Flying	−11.8
13	Venture	−14.3
14	New Yorker	−15.3
15	High Technology	−15.6
16	Eastern Review	−16.7
17	United	−17.1
18	Industry Week	−19.2
19	Inc.	−23.3
20	Dun's Business Month	−25.5

Net Chg. Ad Pages

1985 vs. 1984

1	New York	166
2	Food & Wine	125
3	Vanity Fair	96
4	House & Garden	65
5	Frequent Flyer	57
6	Endless Vacation	3
7	Natural History	−14
8	Architectural Digest	−29
9	High Technology	−64
10	Flying	−68
11	Tennis	−77
12	Ski	−97
13	Town & Country	−147
14	Venture	−151
15	Dun's Business Month	−209
16	Eastern Review	−229
17	United	−232
18	Industry Week	−256
19	Inc.	−350
20	New Yorker	−542
	Total	**−1,953**

Avg. Ad Pages/Copy

1	Town & Country	145
2	Architectural Digest	131
3	Ski	99
4	House & Garden	97
5	Inc.	96
6	Eastern Review	95
7	United	94
8	Tennis	80
9	Venture	75
10	Frequent Flyer	64
11	New York	63
12	New Yorker	58
13	Food & Wine	53
14	Dun's Business Month	51
15	Industry Week	43
16	Flying	42
17	Natural History	41
18	Vanity Fair	36
19	High Technology	29
20	Endless Vacation	7

Ad Revenue

		$000
1	New Yorker	52,695
2	New York	38,331
3	Inc.	32,068
4	Architectural Digest	28,653
5	Town & Country	26,700
6	House & Garden	20,647
7	Industry Week	15,791
8	United	15,686
9	Tennis	15,070
10	Eastern Review	13,485
11	Venture	11,516
12	Ski	11,443
13	Dun's Business Month	8,978
14	Food & Wine	7,765
15	Flying	7,052
16	Vanity Fair	6,165
17	Frequent Flyer	6,094
18	Natural History	5,104
19	High Technology	4,816
20	Endless Vacation	231
	Total	**328,290**

% Chg. Ad Revenue

1985 vs. 1984

		%
1	Vanity Fair	52.7
2	Food & Wine	34.4
3	New York	12.3
4	Endless Vacation	10.5
5	Frequent Flyer	9.7
6	House & Garden	9.2
7	Natural History	7.3
8	Venture	6.8
9	Architectural Digest	3.3
10	Flying	3.2
11	Tennis	0.6
12	Town & Country	−1.3
13	Eastern Review	−4.7
14	Ski	−6.1
15	High Technology	−7.0
16	Industry Week	−7.7
17	Inc.	−8.4
18	United	−8.8
19	New Yorker	−12.4
20	Dun's Business Month	−16.7

Net Chg. Ad Revenue

1985 vs. 1984

		$000
1	New York	4,193
2	Vanity Fair	2,128
3	Food & Wine	1,988
4	House & Garden	1,744
5	Architectural Digest	905
6	Venture	734
7	Frequent Flyer	540
8	Natural History	348
9	Flying	218
10	Tennis	96
11	Endless Vacation	22
12	Town & Country	−349
13	High Technology	−361
14	Eastern Review	−664
15	Ski	−747
16	Industry Week	−1,322
17	United	−1,514
18	Dun's Business Month	−1,803
19	Inc.	−2,923
20	New Yorker	−7,473
	Total	**−4,240**

Avg. Edit. Pages/Copy

1	House & Garden	131
2	Architectural Digest	126
3	Town & Country	106
4	New York	97
5	Vanity Fair	87
6	Endless Vacation	86
7	Eastern Review	74
8	Tennis	73
9	New Yorker	67
10	Venture	66
11	Natural History	65
12	Frequent Flyer	64
13	United	61
14	Dun's Business Month	60
15	Inc.	59
16	Food & Wine	58
17	Flying	56
18	High Technology	54
19	Ski	52
20	Industry Week	45

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MAGAZINE PROFILES

Architectural Digest

Knapp Communications Corporation
140 East 45th Street
New York, NY 10017
(212) 687-6330
Year founded: 1920
Published: Monthly

Editorial Description: Architectural Digest showcases residences throughout the world. Regular features focus on the fine arts, antiques, architecture and international properties. Architectural Digest appeals to those readers who travel often, entertain frequently and buy the highest quality fashions and fragrances.

Member: ABC

Primary SRDS Classification No. C-24

Dun's Business Month

Dun & Bradstreet Publications Corporation
875 Third Avenue
New York, NY 10022
(212) 605-9458
Year founded: 1893
Published: Monthly

Editorial Description: Dun's Business Month is edited for corporate management. Its editorial purpose is to provide a comprehensive monthly recap and analysis of current events in finance, government, and business that will have long-term impact on its readers' business and personal affairs. Utilizing a completely departmentalized format, the magazine covers these subjects in every issue: The Economy, Management, Washington, International, Money & Markets, Technology, Personal Finance and Information Management. Other departments appear as events dictate. These include: Legal Environment, Labor, Transportation, Regional Affairs, etc.

Member: ABC

Primary SRDS Classification No. C-8

Eastern Review

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1976
Published: Monthly

Editorial Description: Eastern Review is a collection of the nation's current periodic literature, including articles on business, society, arts and a wide range of other subjects.

Member: BPA

Primary SRDS Classification No. C-1

Figures are FOLIO estimates for the calendar year 1985.

AFFLUENCE 2

Continued

Average Circulation

1	House & Garden	616,447
2	Architectural Digest	610,463
3	Food & Wine	608,589
4	Inc.	608,156
5	Tennis	507,337
6	New Yorker	504,261
7	Natural History	498,631
8	Endless Vacation	459,856
9	New York	441,701
10	Town & Country	428,485
11	Ski	420,202
12	United	407,425
13	Vanity Fair	372,855
14	Industry Week	346,651
15	Eastern Review	332,570
16	Flying	331,202
17	Venture	312,597
18	High Technology	303,808
19	Dun's Business Month	301,502
20	Frequent Flyer	300,000
	Total	**8,712,738**

% Chg. Avg. Circ.

1985 vs. 1984		%
1	Vanity Fair	36.3
2	Endless Vacation	21.3
3	Inc.	15.6
4	Industry Week	14.6
5	Food & Wine	10.7
6	House & Garden	9.4
7	Venture	8.6
8	Town & Country	6.0
9	Frequent Flyer	5.2
10	Eastern Review	4.9
11	Dun's Business Month	2.9
12	United	2.0
13	Architectural Digest	1.6
14	New York	1.1
15	New Yorker	0.7
16	Tennis	0.5
17	Ski	−0.3
18	Flying	−0.5
19	High Technology	−0.6
20	Natural History	−1.0

Net Chg. Avg. Circ.

1985 vs. 1984		
1	Vanity Fair	99,313
2	Inc.	81,861
3	Endless Vacation	80,808
4	Food & Wine	58,967
5	House & Garden	52,988
6	Industry Week	44,145
7	Venture	24,629
8	Town & Country	24,149
9	Eastern Review	15,657
10	Frequent Flyer	14,750
11	Architectural Digest	9,415
12	Dun's Business Month	8,502
13	United	7,988
14	New York	4,922
15	New Yorker	3,727
16	Tennis	2,699
17	Ski	−1,405
18	Flying	−1,571
19	High Technology	−1,691
20	Natural History	−4,826
	Total	**525,027**

Avg. Total Pages/Copy

ad pages + edit. pages		
1	Architectural Digest	259
2	Town & Country	252
3	House & Garden	228
4	Eastern Review	169
5	New York	160
6	Inc.	156
7	United	156
8	Tennis	153
9	Ski	151
10	Venture	141
11	Frequent Flyer	128
12	New Yorker	124
13	Vanity Fair	122
14	Food & Wine	111
15	Dun's Business Month	111
16	Natural History	106
17	Flying	99
18	Endless Vacation	93
19	Industry Week	88
20	High Technology	82

Total Revenue

ad rev. + circ. rev.		$000
1	New Yorker	67,711
2	New York	52,750
3	Architectural Digest	52,084
4	Inc.	42,198
5	Town & Country	36,175
6	House & Garden	35,827
7	Tennis	20,651
8	Frequent Flyer	19,294
9	Food & Wine	18,435
10	Endless Vacation	17,880
11	Venture	16,218
12	Industry Week	15,791
13	United	15,686
14	Ski	15,015
15	Natural History	14,642
16	Eastern Review	13,485
17	Flying	13,044
18	Vanity Fair	11,372
19	High Technology	11,016
20	Dun's Business Month	9,189
	Total	**498,463**

% Chg. Total Revenue

1985 vs. 1984		%
1	Vanity Fair	34.4
2	Food & Wine	26.7
3	Endless Vacation	16.2
4	Venture	13.9
5	Frequent Flyer	11.8
6	New York	10.4
7	High Technology	7.9
8	House & Garden	6.5
9	Natural History	5.4
10	Tennis	4.5
11	Architectural Digest	2.3
12	Flying	2.1
13	Town & Country	0.8
14	Inc.	−3.6
15	Eastern Review	−4.7
16	Ski	−5.1
17	Industry Week	−7.7
18	United	−8.8
19	New Yorker	−9.7
20	Dun's Business Month	−16.4

Subscription Revenue

		$000
1	Architectural Digest	18,201
2	Endless Vacation	17,649
3	Frequent Flyer	13,200
4	New Yorker	12,454
5	House & Garden	10,829
6	New York	10,741
7	Food & Wine	9,940
8	Natural History	9,364
9	Inc.	9,123
10	Town & Country	5,808
11	High Technology	5,604
12	Tennis	4,578
13	Flying	4,235
14	Venture	3,866
15	Vanity Fair	3,520
16	Ski	2,472
17	Dun's Business Month	211
18	United	0
19	Eastern Review	0
20	Industry Week	0
	Total	**141,795**

% Chg. Sub. Revenue

1985 vs. 1984		%
1	Venture	39.9
2	High Technology	30.4
3	Vanity Fair	23.3
4	Food & Wine	22.1
5	Inc.	20.2
6	Tennis	19.4
7	Endless Vacation	16.3
8	Frequent Flyer	12.9
9	Town & Country	11.7
10	Architectural Digest	4.6
11	Natural History	4.6
12	New York	4.4
13	House & Garden	3.7
14	New Yorker	3.5
15	Flying	3.0
16	Dun's Business Month	−2.2
17	Ski	−3.0
18	United	n/a
19	Eastern Review	n/a
20	Industry Week	n/a

▶

n/a = not applicable

MAGAZINE PROFILES

Endless Vacation

Endless Vacation Publications, Inc.
9333 North Meridian Street
P.O. Box 80260
Indianapolis, IN 46280-0260
(317) 848-0500
Year founded: 1975
Published: Bimonthly, and directory

Editorial Description: Endless Vacation magazine is for families who are frequent vacation travelers. Editorial helps plan comfortable travel towards a variety of domestic and international vacation experiences. Articles emphasize travel adventures, vacation sports, unusual places to visit, travel tips, local shopping, dining out and cooking in and how to take advantage of the wide variety of vacation opportunities.

Member: ABC

Primary SRDS Classification No. C-46

Flying

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-4200
Year founded: 1927
Published: Monthly

Editorial Description: Flying Magazine is edited for pilots and aircraft owners active in the field of general aviation. News, semi-technical and feature articles include evaluation reports on single-engine, multi-engine, turboprop, pure jet and rotary-wing aircraft, pilot proficiency, navigation, weather safety, FAA regulations, and new equipment. Editorial content emphasizes private, business and commercial flying. Included each month are features on FAA and industry news, flying safety, and piloting business airplanes.

Member: ABC
Primary SRDS Classification No. C-4

Food & Wine
The Guide to Good Taste

American Express Publishing Corp.
1120 Avenue of the Americas
New York, NY 10036
(212) 382-5600
Year founded: 1978
Published: Monthly

Editorial Description: Food & Wine, The Guide to Good Taste is edited for those interested in various aspects of food, wine, entertaining and travel. Each issue contains articles on a variety of subjects of particular interest to the gourmet, including: the procuring and preparation of fine food; candid evaluation of wines, cookbooks, restaurants; specialty food products and equipment; gastronomic tradition; design; party planning; news of what and where the famous are eating; meals for the single diner, etc. At least 40 recipes are presented each month, some adapted to low ▶

Figures are Fouo estimates for the calendar year 1985.
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AFFLUENCE 2

Continued

Avg. Subscription Circ.

1	Inc.	580,158
2	Food & Wine	577,718
3	House & Garden	525,810
4	Architectural Digest	513,599
5	Natural History	492,819
6	New Yorker	471,417
7	Tennis	460,348
8	Endless Vacation	459,85[illegible]
9	New York	400,827
10	Ski	341,633
11	Town & Country	326,661
12	Vanity Fair	302,593
13	Frequent Flyer	300,000
14	Venture	289,053
15	High Technology	279,437
16	Flying	256,125
17	Dun's Business Month	7,043
18	United	0
19	Eastern Review	0
20	Industry Week	0
	Total	6,586,087

% Chg. Avg. Sub. Circ.

1985 vs. 1984

		%
1	Vanity Fair	38.7
2	Endless Vacation	21.3
3	Inc.	17.7
4	House & Garden	11.0
5	Venture	9.4
6	Food & Wine	8.5
7	Town & Country	7.6
8	Frequent Flyer	5.2
9	Architectural Digest	3.9
10	High Technology	1.7
11	New Yorker	1.5
12	New York	1.3
13	Flying	0.7
14	Tennis	0.0
15	Ski	−0.8
16	Natural History	−0.9
17	Dun's Business Month	−8.7
18	United	n/a
19	Eastern Review	n/a
20	Industry Week	n/a

Net Chg. Avg. Sub. Circ.

1985 vs. 1984

1	Inc.	87,358
2	Vanity Fair	81,292
3	Endless Vacation	80,808
4	House & Garden	52,077
5	Food & Wine	45,499
6	Venture	24,838
7	Town & Country	23,209
8	Architectural Digest	19,351
9	Frequent Flyer	14,750
10	New Yorker	6,883
11	New York	5,254
12	High Technology	4,678
13	Flying	1,834
14	Tennis	161
15	Dun's Business Month	−668
16	Ski	−2,728
17	Natural History	−4,596
18	United	n/a
19	Eastern Review	n/a
20	Industry Week	n/a
	Total	440,800

Newsstand Revenue

		$000
1	Architectural Digest	5,231
2	House & Garden	4,351
3	New York	3,679
4	Town & Country	3,666
5	New Yorker	2,562
6	Flying	1,757
7	Vanity Fair	1,686
8	Ski	1,100
9	Inc.	1,008
10	Tennis	1,004
11	Venture	836
12	Food & Wine	730
13	High Technology	597
14	Natural History	174
15	United	0
16	Frequent Flyer	0
17	Dun's Business Month	0
18	Endless Vacation	0
19	Eastern Review	0
20	Industry Week	0
	Total	28,381

Avg. Newsstand Circ.

1	Town & Country	101,824
2	Architectural Digest	96,864
3	House & Garden	90,638
4	Ski	78,569
5	Flying	75,077
6	Vanity Fair	70,263
7	Tennis	46,990
8	New York	40,874
9	New Yorker	32,845
10	Food & Wine	30,871
11	Inc.	27,998
12	High Technology	24,372
13	Venture	23,544
14	Natural History	5,812
15	United	0
16	Frequent Flyer	0
17	Dun's Business Month	0
18	Endless Vacation	0
19	Eastern Review	0
20	Industry Week	0
	Total	746,541

% Chg. Avg. News. Circ.

1985 vs. 1984

		%
1	Food & Wine	77.4
2	Vanity Fair	34.5
3	Tennis	5.7
4	Ski	1.7
5	House & Garden	1.0
6	Town & Country	0.9
7	New York	−0.8
8	Venture	−0.9
9	Natural History	−3.8
10	Flying	−4.3
11	New Yorker	−8.8
12	Architectural Digest	−9.3
13	Inc.	−16.4
14	High Technology	−20.7
15	United	n/a
16	Frequent Flyer	n/a
17	Dun's Business Month	n/a
18	Endless Vacation	n/a
19	Eastern Review	n/a
20	Industry Week	n/a

Net Chg. Avg. News. Circ.

1985 vs. 1984

1	Vanity Fair	18,022
2	Food & Wine	13,468
3	Tennis	2,538
4	Ski	1,323
5	Town & Country	940
6	House & Garden	912
7	Venture	−210
8	Natural History	−230
9	New York	−332
10	New Yorker	−3,156
11	Flying	−3,406
12	Inc.	−5,497
13	High Technology	−6,389
14	Architectural Digest	−9,936
15	United	n/a
16	Frequent Flyer	n/a
17	Dun's Business Month	n/a
18	Endless Vacation	n/a
19	Eastern Review	n/a
20	Industry Week	n/a
	Total	8,067

% Chg. News. Revenue

1985 vs. 1984

		%
1	Food & Wine	79.3
2	Venture	19.8
3	New York	10.2
4	Vanity Fair	7.6
5	Tennis	5.8
6	Ski	1.8
7	House & Garden	1.0
8	Town & Country	0.9
9	Natural History	−3.6
10	Flying	−4.3
11	New Yorker	−8.8
12	Architectural Digest	−9.3
13	Inc.	−16.4
14	High Technology	−19.2
15	United	n/a
16	Frequent Flyer	n/a
17	Dun's Business Month	n/a
18	Endless Vacation	n/a
19	Eastern Review	n/a
20	Industry Week	n/a

n/a = not applicable

MAGAZINE PROFILES

calorie or specialty diets. In addition, there are regular features by authors not generally associated with food subjects.

Member: ABC

Primary SRDS Classification No. C-18

Frequent Flyer

Official Airline Guides, Inc.
888 Seventh Avenue
New York, NY 10106
(212) 977-8300
Year founded: 1980
Published: Monthly

Editorial Description: Frequent Flyer is edited for high-income executives and professionals who travel regularly on business. Articles are oriented to service, and focus on airline, hotel and car rental services for business travelers, on developments in cities with high business-travel traffic, and on ideas for coping with frequent travel. Also covered are topics on upper-income lifestyles, personal investments, tax planning and health and fitness.

Primary SRDS Classification No. C-8

High Technology

High Technology Publishing Corporation
38 Commercial Wharf
Boston, MA 02110
(617) 227-4700
Year founded: 1981
Published: Monthly

Editorial Description: High Technology is edited for technical as well as non-technical senior managers and professionals in business, industry, and government. It reports advances in technology and their potential impact on business. Regular monthly departments include: Perspectives and Updates on technology; Investing in high tech companies; insights about technology and policy from industry/government leaders; Microcomputer technology; and Consumer, Industrial, Business, and Military/Aerospace applications.

Member: ABC

Primary SRDS Classification No. C-8

House & Garden

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1901
Published: Monthly

Editorial Description: House & Garden is a magazine devoted to decoration, design, architecture and the arts. Features and photographs focus on the viewpoint of writers, artists and architects, and the homes of people whose style of living is individual and distinctive. Current commentary on books, films, travel, gardens, food and wine is also included.

Member: ABC

Primary SRDS Classification No. C-24 ▶

Figures are Folio estimates for the calendar year 1985.

Inc.
The Magazine for Growing Companies

Inc. Publishing Corporation
38 Commercial Wharf
Boston, MA 02110
(617) 227-4700
Year founded: 1979
Published: Monthly

Editorial Description: Inc. Magazine is edited for the owners and executives of small to mid-sized, privately held, growing companies. Inc. dramatizes the opportunities, challenges and rewards of building a business. Each month, the magazine showcases original and provocative management approaches in such areas as capital and finance, marketing, and managing people. The magazine also regularly profiles America's leading growth companies, and explores trends that effect small to mid-sized companies. In addition, Inc. strives to help policy-makers in capital markets and government develop an understanding of the critical contribution growth companies make to the vitality of the American economy.
Member: ABC
Primary SRDS Classification No. C-8

Industry Week

Penton Publishing Company
Penton Plaza, 1111 Chester Avenue
Cleveland, OH 44114
(216) 696-7000
Year founded: 1882
Published: 25x per year

Editorial Description: Industry Week is edited for executives in all industries: manufacturing; service and finance; those who inspire the creation of wealth, finance it, manufacture it, distribute it and benefit from it. It interprets the news and covers economic and business trends. It features management techniques, socio-economic issues, finance, technological innovation, and serves as a platform for defense of the free enterprise system. Departments include Memos, Newscope, News Analysis, Emerging Technologies, Economic Trends, Business Trends, Washington.
Member: ABC
Primary SRDS Classification No. C-8

NATURAL HISTORY
The Magazine of Natural Science

American Museum of Natural History
Central Park West at 79th Street
New York, NY 10024
(212) 873-1498
Year founded: 1900
Published: Monthly

Editorial Description: NATURAL HISTORY is a journal of Scientific Research and a showcase for the world's great natural treasures. It provides a record of the on-going human quest to explore, map and understand the planet, its environment, its geography, its geology and that which lives or has ever lived upon it. Regular features include a "Naturalist At Large" column, astronomy column, natural foods column and book reviews.
Member: ABC
Primary SRDS Classification No. C-43

New York

Murdoch Magazines
755 2nd Avenue
New York, NY 10017
(212) 880-0700
Year founded: 1968
Published: 50x per year

Editorial Description: New York Magazine is edited for those interested in critical examination of contemporary ideas. New York deals regularly with such subjects as politics, business, psychology, literature, the fine arts, entertainment, home furnishings, food, wine, fashion—and a broad range of subjects.

Member: ABC
Primary SRDS Classification No. C-36A

The New Yorker

The New Yorker Magazine, Inc.
25 West 43rd Street
New York, NY 10036
(212) 840-3800
Year founded: 1925
Published: Weekly

Editorial Description: The New Yorker discusses current ideas and events in metropolitan America. The magazine blends domestic and international news analysis with cartoons, regular criticism of sports, fashion, and the arts, biographical "Profiles," short fiction, poetry, and "Letters" from correspondents around the world. A listing of "Goings On" in New York precedes "The Talk of the Town," an every-issue assortment of essays, interviews, and anecdotes.
Member: ABC
Primary SRDS Classification No. C-22

Ski

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1936
Published: 8x per year

Editorial Description: Ski magazine is edited for the ski enthusiasts, whether expert or newcomer to the sport. Instruction and technique articles are written by top U.S. instructors. Travel articles and theme sections feature color photography. Profiles on celebrities, racers and skier-personalities from all walks of life, adventure stories, consumer advice on what's new and how to purchase equipment, humor, cartoons, regional reports, film and book reviews, celebrity ski tips, apparel features, question-and-answer columns for readers on instruction, equipment repair and maintenance, and ski technique.
Member: ABC
Primary SRDS Classification No. C-46

(Continued on page 88)

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SAS-119

AFFLUENCE 3

(Less than 299,999 avg. circulation)

Ad Pages

1	Economist/U.S.Ed.	2,512
2	Los Angeles Magazine	2,241
3	Washingtonian	1,972
4	Boston Magazine	1,950
5	Motor Boating & Sailing	1,930
6	San Diego Magazine	1,857
7	Magazine Antiques	1,757
8	Chicago	1,734
9	Philadelphia Magazine	1,716
10	Texas Monthly	1,640
11	D	1,574
12	AmericanWay	1,485
13	Palm Springs Life	1,354
14	W	1,316
15	Spectrum	1,180
16	Sky	884
17	Connoisseur	847
18	Pan Am Clipper	703
19	M The Civilized Man	673
20	TWA Ambassador	667
21	Financial World	604
22	Harvard Business Review	411
	Total	31,007

% Chg. Ad Pages

1985 vs. 1984		%
1	Financial World	33.3
2	AmericanWay	21.0
3	Connoisseur	20.6
4	Harvard Business Review	10.2
5	Boston Magazine	6.5
6	Washingtonian	5.7
7	Spectrum	5.2
8	Philadelphia Magazine	5.0
9	Motor Boating & Sailing	3.1
10	Economist/U.S.Ed.	0.4
11	San Diego Magazine	0.1
12	W	−1.0
13	Chicago	−2.3
14	Sky	−2.7
15	D	−3.2
16	Texas Monthly	−3.9
17	TWA Ambassador	−5.5
18	Pan Am Clipper	−6.7
19	Los Angeles Magazine	−11.4
20	M The Civilized Man	−12.4
21	Magazine Antiques	ne
22	Palm Springs Life	ne

Net Chg. Ad Pages

1985 vs. 1984		
1	AmericanWay	258
2	Financial World	151
3	Connoisseur	145
4	Boston Magazine	119
5	Washingtonian	106
6	Philadelphia Magazine	81
7	Spectrum	58
8	Motor Boating & Sailing	58
9	Harvard Business Review	38
10	Economist/U.S.Ed.	11
11	San Diego Magazine	2
12	W	−13
13	Sky	−25
14	TWA Ambassador	−39
15	Chicago	−41
16	Pan Am Clipper	−51
17	D	−52
18	Texas Monthly	−67
19	M The Civilized Man	−95
20	Los Angeles Magazine	−287
21	Palm Springs Life	ne
22	Magazine Antiques	ne
	Total	357

Avg. Ad Pages/Copy

1	Los Angeles Magazine	187
2	Washingtonian	164
3	Boston Magazine	162
4	Motor Boating & Sailing	161
5	San Diego Magazine	155
6	Magazine Antiques	146
7	Chicago	144
8	Philadelphia Magazine	143
9	Texas Monthly	137
10	D	131
11	Palm Springs Life	113
12	Spectrum	98
13	Sky	74
14	Connoisseur	71
15	Harvard Business Review	68
16	Pan Am Clipper	59
17	AmericanWay	57
18	M The Civilized Man	56
19	TWA Ambassador	56
20	W	51
21	Economist/U.S.Ed.	49
22	Financial World	23

Ad Revenue

		$000
1	W	20,470
2	Texas Monthly	15,823
3	Economist/U.S.Ed.	13,484
4	Los Angeles Magazine	12,910
5	AmericanWay	11,402
6	Chicago	10,486
7	Sky	9,533
8	Washingtonian	8,194
9	Boston Magazine	8,154
10	Motor Boating & Sailing	7,963
11	Philadelphia Magazine	7,656
12	Connoisseur	7,291
13	Spectrum	7,223
14	D	6,572
15	M The Civilized Man	5,750
16	Pan Am Clipper	5,719
17	TWA Ambassador	5,508
18	San Diego Magazine	5,423
19	Magazine Antiques	4,787
20	Palm Springs Life	4,627
21	Financial World	4,441
22	Harvard Business Review	3,455
	Total	186,851

% Chg. Ad Revenue

1985 vs. 1984		%
1	Connoisseur	57.9
2	Financial World	44.5
3	Economist/U.S.Ed.	22.5
4	Harvard Business Review	22.2
5	Sky	21.2
6	Boston Magazine	17.3
7	Spectrum	17.1
8	Washingtonian	13.2
9	W	12.0
10	Philadelphia Magazine	11.8
11	Motor Boating & Sailing	11.0
12	D	10.4
13	San Diego Magazine	8.9
14	TWA Ambassador	8.0
15	Texas Monthly	2.9
16	Pan Am Clipper	2.6
17	M The Civilized Man	2.4
18	Chicago	−0.8
19	Los Angeles Magazine	−2.8
20	AmericanWay	−6.0
21	Magazine Antiques	ne
22	Palm Springs Life	ne

Net Chg. Ad Revenue

1985 vs. 1984		$000
1	Connoisseur	2,672
2	Economist/U.S.Ed.	2,473
3	W	2,187
4	Sky	1,669
5	Financial World	1,368
6	Boston Magazine	1,204
7	Spectrum	1,056
8	Washingtonian	954
9	Philadelphia Magazine	808
10	Motor Boating & Sailing	789
11	Harvard Business Review	627
12	D	622
13	San Diego Magazine	444
14	Texas Monthly	439
15	TWA Ambassador	408
16	Pan Am Clipper	143
17	M The Civilized Man	132
18	Chicago	−85
19	Los Angeles Magazine	−366
20	AmericanWay	−732
21	Palm Springs Life	ne
22	Magazine Antiques	ne
	Total	16,812

Avg. Edit. Pages/Copy

1	Harvard Business Review	153
2	San Diego Magazine	142
3	Washingtonian	134
4	Chicago	130
5	Boston Magazine	119
6	Texas Monthly	104
7	Philadelphia Magazine	100
8	Palm Springs Life	89
9	M The Civilized Man	88
10	D	87
11	Connoisseur	84
12	Spectrum	81
13	Sky	74
14	Motor Boating & Sailing	70
15	Magazine Antiques	69
16	Economist/U.S.Ed.	69
17	Financial World	68
18	TWA Ambassador	57
19	AmericanWay	56
20	Pan Am Clipper	45
21	W	32
22	Los Angeles Magazine	ne

▶

ne = not estimated

MAGAZINE PROFILES

AmericanWay

AA Magazine Publications
P.O. Box 619616
DFW Airport, TX 75261-9616
(817) 355-1583
Year founded: 1966
Published: Biweekly

Editorial Description: AmericanWay is edited for the air traveler. The subject matter varies, and includes: business, sports, travels, humor, art, outdoor activities, music, foods and profiles of unusual people and institutions.

Member: BPA

Primary SRDS Classification No. C-1

Boston Magazine

Boston Magazine, Inc.
300 Massachusetts Ave.
Boston, MA 02115
(617) 262-9700
Year founded: 1971
Published: Monthly

Editorial Description: Boston Magazine is edited for people in the greater metropolitan area who care about their city. Every month, it offers topical coverage of the pressing controversial issues confronting the area—its politics, its life styles, its business trends, its youth scene and its shifting sociological currents. Also included are critical reviews of the cultural, sports and entertainment scenes. Articles investigate theater and transportation, fashion and finance, dining and travel.

Member: ABC

Primary SRDS Classification No. C-30A

Chicago

WFMT, Inc.
303 East Wacker Drive
Chicago, IL 60601
(312) 565-5000
Year founded: 1952
Published: Monthly

▶

Figures are FOLIO estimates for the calendar year 1985.

AFFLUENCE 3

Continued

Average Circulation

1	Sky	294,000
2	Texas Monthly	285,082
3	Connoisseur	271,788
4	TWA Ambassador	269,234
5	Spectrum	247,136
6	Harvard Business Review	236,228
7	Pan Am Clipper	233,461
8	Chicago	220,557
9	W	212,577
10	Los Angeles Magazine	166,649
11	Philadelphia Magazine	153,076
12	AmericanWay	151,003
13	Motor Boating & Sailing	145,376
14	Washingtonian	140,425
15	Financial World	136,469
16	M The Civilized Man	133,867
17	Boston Magazine	131,498
18	Economist/U.S.Ed.	106,326
19	D	80,262
20	San Diego Magazine	80,097
21	Magazine Antiques	58,663
22	Palm Springs Life	15,685
	Total	3,749,450

% Chg. Avg. Circ.

	1985 vs. 1984	%
1	M The Civilized Man	33.2
2	Financial World	18.1
3	Connoisseur	16.0
4	Boston Magazine	10.2
5	TWA Ambassador	8.1
6	Philadelphia Magazine	5.6
7	San Diego Magazine	5.3
8	Economist/U.S.Ed.	4.5
9	Washingtonian	3.4
10	Motor Boating & Sailing	2.6
11	W	1.6
12	Pan Am Clipper	1.2
13	Los Angeles Magazine	1.0
14	Spectrum	0.6
15	Sky	0.0
16	Chicago	−1.1
17	D	−1.1
18	Texas Monthly	−1.3
19	Harvard Business Review	−2.7
20	AmericanWay	−40.7
21	Palm Springs Life	ne
22	Magazine Antiques	ne

Net Chg. Avg. Circ.

1985 vs. 1984

1	Connoisseur	37,469
2	M The Civilized Man	33,401
3	Financial World	20,930
4	TWA Ambassador	20,084
5	Boston Magazine	12,218
6	Philadelphia Magazine	8,118
7	Washingtonian	4,564
8	Economist/U.S.Ed.	4,534
9	Motor Boating & Sailing	3,634
10	W	3,353
11	San Diego Magazine	3,050
12	Pan Am Clipper	2,839
13	Los Angeles Magazine	1,688
14	Spectrum	1,442
15	Sky	0
16	D	−870
17	Chicago	−2,354
18	Texas Monthly	−3,824
19	Harvard Business Review	−6,495
20	AmericanWay	−103,618
21	Palm Springs Life	ne
22	Magazine Antiques	ne
	Total	40,163

Avg. Total Pages/Copy

ad pages + edit. pages

1	Washingtonian	298
2	San Diego Magazine	296
3	Boston Magazine	282
4	Chicago	274
5	Philadelphia Magazine	243
6	Texas Monthly	241
7	Motor Boating & Sailing	231
8	Harvard Business Review	221
9	D	218
10	Magazine Antiques	216
11	Palm Springs Life	201
12	Spectrum	179
13	Connoisseur	155
14	Sky	147
15	M The Civilized Man	144
16	Economist/U.S.Ed.	118
17	AmericanWay	114
18	TWA Ambassador	112
19	Pan Am Clipper	104
20	Financial World	91
21	W	83
22	Los Angeles Magazine	ne

▶

ne = not estimated

MAGAZINE PROFILES

Editorial Description: Chicago is edited for active, concerned Chicago area residents interested in the community's quality of life. In-depth articles deal with community issues, politics, arts, events, and personalities. Interviews with interesting and important Chicagoans often appear. Regular features include critical columns on restaurants, film, theatre, spots, the fine and lively arts, books, sports, and travel. Art and photography are richly employed. Award-winning fiction is regularly published. Each issue contains capsule critiques of 200 recommended restaurants and of current films and plays; information about a thousand things to do and see around Chicago, and the programs of Chicago's fine arts radio station (WFMT) and public television station (WTTW). Special features appear periodically on home entertaining, audio and video, home furnishings, and fashion. Special issues are devoted to such subjects as "The Best of Chicago" and "Chicago's Hidden Treasures."

Member: ABC

Primary SRDS Classification No. C-30A

Connoisseur

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-6518
Year founded: 1982
Published: Monthly

Editorial Description: Connoisseur magazine is a discerning guide to style and standard of living. Every month Connoisseur defines, discusses, and judges quality in the fine arts, architecture, theatre, food, wines, fashion, travel, interiors, and the creative aspirations of people.

Member: ABC

Primary SRDS Classification No. C-22

D

Southwest Media Corporation
3988 North Central Expressway, Suite 1200
Dallas, TX 75204
(214) 827-5000
Year founded: 1974
Published: Monthly

Editorial Description: D Magazine is a contemporary metropolitan magazine edited for residents of Dallas and Fort Worth. In addition to investigative reporting and in-depth interviews, D Magazine contains articles on finance, politics, fashion, sports, interior design and Dallas-Fort Worth lifestyles. Regular features include an entertainment guide, and dining reviews.

Member: ABC

Primary SRDS Classification No. C-30A

The Economist

(U.S. Edition)

The Economist Newspaper Ltd.
10 Rockefeller Plaza, 12th Floor
New York, NY 10020
(212) 541-5730
Year founded: 1843
Published: 51X per year

Editorial Description: The Economist is written for the senior executive with international responsibilities. Each week it analyzes major developments in business, finance and politics around the world. Regular editorial sections include American Survey, World Business, Finance, Europe and Britain. In addition, special editorial sections focus on specific countries, markets and industries.

Member: ABC

Primary SRDS Classification No. C-8

Financial World

The Magazine for Investors

Financial World Partners
1450 Broadway
New York, NY 10018
(212) 869-1616
Year founded: 1902
Published: 26x per year

Editorial Description: Financial World is edited for investment professionals, corporate executives concerned with the investment markets and high net worth investors. It contains news coverage and features on how business and the economy affect investment activities. Articles cover such subjects as the fortunes of individual companies and industries, the investment techniques and activities of pension funds and investment banks, corporate management, Wall Street news and the action on the exchanges. Columns cover such topics as the stock market, futures and commodities, international investing, fixed income instruments and technical investing. In alternate biweekly issues, it publishes a stock guide with stocks and mutual funds.

Member: ABC

Primary SRDS Classification No. C-8

Harvard Business Review

Harvard Graduate School of Business
  Administration
Soldiers Field
Boston, MA 02163
(617) 495-6182
Year founded: 1922
Published: Bimonthly

Editorial Description: Harvard Business Review publishes articles on a broad range of management topics. Articles can be broadly classified as either expositions of current business practice or ▶

Figures are FOLIO estimates for the calendar year 1985.

AFFLUENCE 3

Continued

Total Revenue

ad rev. + circ. rev.

		$000
1	W	26,960
2	Economist/U.S.Ed.	21,319
3	Texas Monthly	20,041
4	Los Angeles Magazine	16,020
5	Chicago	13,590
6	Connoisseur	11,710
7	Harvard Business Review	11,635
8	AmericanWay	11,402
9	Washingtonian	10,904
10	Motor Boating & Sailing	10,309
11	Boston Magazine	9,901
12	Philadelphia Magazine	9,765
13	Sky	9,533
14	Spectrum	9,432
15	M The Civilized Man	9,214
16	Financial World	8,285
17	D	7,663
18	Magazine Antiques	6,880
19	San Diego Magazine	6,286
20	Pan Am Clipper	5,719
21	TWA Ambassador	5,508
22	Palm Springs Life	5,219
	Total	247,315

% Chg. Total Revenue

1985 vs. 1984

		%
1	Connoisseur	37.7
2	Financial World	30.2
3	Sky	21.2
4	Boston Magazine	17.8
5	Economist/U.S.Ed.	17.8
6	Spectrum	16.6
7	M The Civilized Man	13.5
8	Harvard Business Review	12.7
9	W	11.3
10	Washingtonian	10.9
11	Philadelphia Magazine	10.6
12	Motor Boating & Sailing	10.4
13	D	8.0
14	TWA Ambassador	8.0
15	San Diego Magazine	7.9
16	Pan Am Clipper	2.6
17	Texas Monthly	2.0
18	Chicago	−1.7
19	Los Angeles Magazine	−3.0
20	AmericanWay	−6.0
21	Magazine Antiques	ne
22	Palm Springs Life	ne

Subscription Revenue

		$000
1	Harvard Business Review	8,011
2	Economist/U.S.Ed.	6,738
3	W	4,838
4	Connoisseur	3,678
5	Financial World	3,557
6	Texas Monthly	3,311
7	Chicago	2,493
8	Spectrum	2,209
9	Magazine Antiques	1,808
10	Washingtonian	1,662
11	Los Angeles Magazine	1,652
12	M The Civilized Man	1,583
13	Philadelphia Magazine	1,390
14	Motor Boating & Sailing	1,325
15	Boston Magazine	1,130
16	D	757
17	San Diego Magazine	587
18	Palm Springs Life	169
19	TWA Ambassador	0
20	Pan Am Clipper	0
21	AmericanWay	0
22	Sky	0
	Total	46,898

% Chg. Sub. Revenue

1985 vs. 1984

		%
1	M The Civilized Man	39.4
2	Financial World	21.3
3	Boston Magazine	19.9
4	Spectrum	15.0
5	Connoisseur	13.8
6	Economist/U.S.Ed.	10.3
7	Harvard Business Review	9.0
8	Philadelphia Magazine	6.8
9	Los Angeles Magazine	6.0
10	San Diego Magazine	3.8
11	D	3.8
12	Washingtonian	2.7
13	Motor Boating & Sailing	1.7
14	W	1.7
15	Texas Monthly	0.9
16	Chicago	−5.2
17	TWA Ambassador	n/a
18	AmericanWay	n/a
19	Pan Am Clipper	n/a
20	Sky	n/a
21	Magazine Antiques	ne
22	Palm Springs Life	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

17

designed to stretch the business executive's thinking.

Member: ABC

Primary SRDS Classification No. C-6

Los Angeles Magazine

Los Angeles Magazines, Inc.
1888 Century Park East #920
Los Angeles, CA 90067
(213) 557-7592
Year founded: 1961
Published: Monthly

Editorial Description: Los Angeles Magazine is a guide to getting the most out of life in the Southern California area. It reports and comments on local problems and pleasures; trends and provocative new ideas; emerging personalities and life styles, and on the people and events shaping or affecting the reader's environment. It previews or critiques restaurants, theater, entertainment, weekend trips and vacations; TV and films; sports, art, books, leisure activities and worthwhile events.

Member: ABC

Primary SRDS Classification No. C-30A

M

The Civilized Man

Fairchild Publications
Capital Cities Media, Inc.
7 East 12th Street
New York, NY 10128
(212) 741-4000
Year founded: 1983
Published: Monthly

Editorial Description: M is a magazine for the successful, sophisticated man who seeks quality, and exudes "style," in every aspect of his life. The civilized man is active, affluent and ever-acquiring; serious both about his work and how he spends his leisure time. M is international both in scope and perspective. From the finest chateaus in France to the finest stores in America . . . to the pursuit of life in Australia's outback . . . M profiles the art of living well, in its own inimitable style, each month.

Member: ABC

Primary SRDS Classification No.C-30

The Magazine Antiques

Brant Publications, Inc.
980 Madison Avenue
New York, NY 10021
(212) 734-9797
Year founded: 1922
Published: Monthly

Editorial Description: The Magazine Antiques is edited for collectors of antiques and works of art, and for students of early American social history and culture. Feature articles deal with furniture, painting, sculpture, prints, architecture, ceramics, glass, textiles, the arts and antiquities of western European countries and England are covered over the seventeenth through the nineteenth centuries. Regular monthly columns include news of current exhibitions, recent acquisitions of museums, notes on collectors and collecting, the English antiques field, and book reviews.

Member: ABC

Primary SRDS Classification No. C-2

Motor Boating & Sailing

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-5700
Year founded: 1907
Published: Monthly

Editorial Description: Motor Boating & Sailing is edited for owners of larger powerboats and sailboats. The magazine's editorial content is aimed at helping readers get more enjoyment out of boats and boating by providing information about the sport as well as entertainment, practical and lifestyle instruction. News of people, places, products, events, and technological developments and trends are reported regularly. Articles deal with cruising aboard both power and sailboats. Sailing, sportfishing, water sports, safety, maintenance, and marine technology. Regular departments deal with sportfishing, seamanship, electronics, engines, boat maintenance, cooking and entertaining aboard.

Member: ABC
Primary SRDS Classification No. C-6

Palm Springs Life

Desert Publications, Inc.
303 N. Indian Ave.
Palm Springs, CA 92262
(619) 325-2333
Year founded: 1946
Published: Monthly

Editorial Description: Palm Springs Life and Guide are edited for the cosmopolitan resident and vacationer of the desert resort area. Editorial content covers the social and economic life of the community it serves. In addition to in-depth articles geared to the interest of country club members, the cultural scene is also reported. Golf and other participant sports are covered. Emphasis is placed on the concept of photo journalism. Local editorials, business news and travel news are carried in regular departments.

Primary SRDS Classification No. C-30A

Pan Am Clipper

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1961

▶

Figures are FOLIO estimates for the calendar year 1985.

AFFLUENCE 3

Continued

Avg. Subscription Circ.

1	Connoisseur	251,213
2	Spectrum	247,136
3	Texas Monthly	238,956
4	Harvard Business Review	231,549
5	Chicago	198,020
6	W	186,648
7	Financial World	131,050
8	Philadelphia Magazine	122,343
9	Los Angeles Magazine	112,652
10	Motor Boating & Sailing	111,332
11	Boston Magazine	105,131
12	Economist/U.S.Ed.	97,723
13	Washingtonian	95,617
14	M The Civilized Man	81,618
15	D	65,979
16	Magazine Antiques	53,572
17	San Diego Magazine	48,583
18	Palm Springs Life	7,690
19	TWA Ambassador	0
20	Pan Am Clipper	0
21	AmericanWay	0
22	Sky	0
	Total	2,386,811

% Chg. Avg. Sub. Circ.

1985 vs. 1984

		%
1	M The Civilized Man	30.2
2	Financial World	20.6
3	Connoisseur	16.2
4	Boston Magazine	9.4
5	Los Angeles Magazine	9.4
6	San Diego Magazine	7.1
7	Philadelphia Magazine	5.6
8	Spectrum	5.0
9	D	3.9
10	Economist/U.S.Ed.	3.8
11	Motor Boating & Sailing	2.8
12	Washingtonian	1.6
13	W	0.2
14	Texas Monthly	−0.3
15	Chicago	−0.4
16	Harvard Business Review	−2.9
17	TWA Ambassador	n/a
18	AmericanWay	n/a
19	Pan Am Clipper	n/a
20	Sky	n/a
21	Magazine Antiques	ne
22	Palm Springs Life	ne

Net Chg. Avg. Sub. Circ.

1985 vs. 1984

1	Connoisseur	35,040
2	Financial World	22,391
3	M The Civilized Man	18,954
4	Spectrum	11,856
5	Los Angeles Magazine	9,658
6	Boston Magazine	9,014
7	Philadelphia Magazine	6,447
8	Economist/U.S.Ed.	3,549
9	San Diego Magazine	3,229
10	Motor Boating & Sailing	2,772
11	D	2,494
12	Washingtonian	1,518
13	W	291
14	Texas Monthly	−789
15	Chicago	−838
16	Harvard Business Review	−6,921
17	TWA Ambassador	n/a
18	AmericanWay	n/a
19	Pan Am Clipper	n/a
20	Sky	n/a
21	Magazine Antiques	ne
22	Palm Springs Life	ne
	Total	118,665

Newsstand Revenue

		$000
1	M The Civilized Man	1,881
2	W	1,672
3	Los Angeles Magazine	1,458
4	Texas Monthly	1,107
5	Economist/U.S.Ed.	1,097
6	Washingtonian	1,049
7	Motor Boating & Sailing	1,021
8	Connoisseur	741
9	Philadelphia magazine	719
10	Chicago	630
11	Boston Magazine	617
12	Palm Springs Life	423
13	D	334
14	Financial World	287
15	Magazine Antiques	285
16	San Diego Magazine	276
17	Harvard Business Review	168
18	TWA Ambassador	0
19	AmericanWay	0
20	Pan Am Clipper	0
21	Spectrum	0
22	Sky	0
	Total	13,765 ▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Published: Monthly

Editorial Description: Pan Am Clipper is a general interest magazine for international and domestic airline travelers. Editorial content emphasizes business, travel entertainment, sports, photo essays, ideas and trends, dining, and the arts.

Member: BPA

Primary SRDS Classification No. C-1

Philadelphia Magazine

Philadelphia Magazine, Inc.
1500 Walnut Street
Philadelphia, PA 19102
(215) 545-3500
Year founded: 1908
Published: Monthly

Editorial Description: Philadelphia Magazine is edited for the area's community leaders and their families. It provides topical, in-depth reports on crucial and controversial issues confronting the region, plus critical reviews of the cultural, sports and entertainment scene. Articles from law enforcement to fashion, voting trends to travel, transportation to theatre, also background studies of the area's newsmakers.

Member: ABC

Primary SRDS Classification No. C-30A

San Diego Magazine

San Diego Magazine
Publishing Company, Inc.
4206 W. Point Loma Blvd.
P.O. Box 85409
San Diego, CA 92138
(619) 225-8953
Year founded: 1948
Published: Monthly

Editorial Description: San Diego Magazine is a general interest city review published to examine critically the cultural, aesthetic, political and civic issues, affairs and problems of San Diego County and California. It publishes articles, criticism, photography, opinions and ideas in the fields of city planning, politics, art, literature, theatre, music, sports, architecture, fashion, travel and resorts, industry and education. Its "What's Doing" and "Dining Out" columns provide a selective guide to the area's cultural, social and sporting events and to the area's entertainment and dining out establishments. Its travel articles emphasize cruises and travel in Europe, Mexico, Central America and the Pacific Islands.

Member: ABC

Primary SRDS Classification No. C-30A

Sky

(formerly Delta Sky)

Halsey Publishing Company
12955 Biscayne Boulevard, Suite 202
North Miami, FL 33181
(305) 893-1520
Year founded: 1972
Published: Monthly

Editorial Description: Delta Sky is a national magazine edited for the passengers on Delta flights. Articles include human interest, travel, sports, personality interviews, arts, book review, special features and hi-tech/computer column each month.

Primary SRDS Classification No. C-1

SPECTRUM

The Institute of Electrical & Electronics Engineers, Inc.
345 East 47th Street
New York, NY 10017
(212) 705-7760
Year founded: 1963
Published: Monthly

Editorial Description: SPECTRUM Magazine is edited for the scientific and engineering professional involved in the advancement and understanding of technology and its sociotechnical significance in government, business, industry and education. Features provide insight and pertinent educational information on present developments as well as future trends in the fields of engineering, physics, mathematics, chemistry, medicine/biology and the nuclear sciences.

Member: BPA

Primary SRDS Classification No. C-43

Texas Monthly

Texas Monthly, Inc.
P.O. Box 1569
Austin, TX 78767
(512) 476-7085
Year founded: 1973
Published: Monthly

Editorial Description: Texas Monthly is edited for the urban Texas audience and covers the state's politics, sports, business, culture and changing lifestyles. It contains lengthy feature articles, reviews and interviews; it presents critical analysis of popular books, movies and plays including regular entertainment throughout the state.

Member: ABC

Primary SRDS Classification No. C-30A

TWA Ambassador

East/West Network, Inc.
34 East 51st St.
New York, NY 10022
(212) 888-5900
Year founded: 1968
Published: Monthly

Editorial Description: TWA Ambassador is edited for TWA passengers. Feature articles and regular departments provide coverage of business, the arts, fashion, travel, sports, social con- ▶

AFFLUENCE 3

Continued

Avg. Newsstand Circ.

1	Los Angeles Magazine	53,998
2	M The Civilized Man	52,249
3	Texas Monthly	46,128
4	Washingtonian	44,809
5	Motor Boating & Sailing	34,044
6	Philadelphia Magazine	30,734
7	Boston Magazine	26,367
8	W	25,930
9	Chicago	22,538
10	Connoisseur	20,575
11	D	14,283
12	San Diego Magazine	11,514
13	Economist/U.S.Ed.	8,604
14	Palm Springs Life	7,995
15	Financial World	5,419
16	Magazine Antiques	5,091
17	Harvard Business Review	4,680
18	TWA Ambassador	0
19	AmericanWay	0
20	Pan Am Clipper	0
21	Spectrum	0
22	Sky	0
	Total	414,958

% Chg. Avg. News. Circ.

1985 vs. 1984		%
1	M The Civilized Man	36.2
2	Boston Magazine	13.8
3	W	13.4
4	Connoisseur	13.4
5	Economist/U.S.Ed.	12.9
6	Harvard Business Review	10.0
7	Washingtonian	7.3
8	Philadelphia Magazine	5.8
9	Motor Boating & Sailing	2.6
10	San Diego Magazine	– 1.5
11	Texas Monthly	– 6.2
12	Chicago	– 6.3
13	Los Angeles Magazine	– 12.9
14	D	– 19.1
15	Financial World	– 21.2
16	TWA Ambassador	n/a
17	Pan Am Clipper	n/a
18	Spectrum	n/a
19	AmericanWay	n/a
20	Sky	n/a
21	Palm Springs Life	ne
22	Magazine Antiques	ne

Net Chg. Avg. News. Circ.

1985 vs. 1984		
1	M The Civilized Man	14,447
2	Boston Magazine	3,203
3	W	3,063
4	Washingtonian	3,046
5	Connoisseur	2,429
6	Philadelphia Magazine	1,672
7	Economist/U.S.Ed.	986
8	Motor Boating & Sailing	862
9	Harvard Business Review	426
10	San Diego Magazine	– 179
11	Financial World	– 1,462
12	Chicago	– 1,517
13	Texas Monthly	– 3,056
14	D	– 3,364
15	Los Angeles Magazine	– 7,970
16	TWA Ambassador	n/a
17	Pan Am Clipper	n/a
18	Spectrum	n/a
19	AmericanWay	n/a
20	Sky	n/a
21	Palm Springs Life	ne
22	Magazine Antiques	ne
	Total	12,586

% Chg. News. Revenue

1985 vs. 1984		%
1	W	40.6
2	M The Civilized Man	36.2
3	Boston Magazine	21.2
4	Harvard Business Review	18.6
5	Motor Boating & Sailing	18.2
6	Connoisseur	13.4
7	Economist/U.S.Ed.	13.0
8	Washingtonian	7.3
9	Philadelphia Magazine	5.8
10	San Diego Magazine	– 1.7
11	Chicago	– 2.9
12	Texas Monthly	– 6.2
13	Los Angeles Magazine	– 12.9
14	D	– 19.1
15	Financial World	– 19.7
16	TWA Ambassador	n/a
17	Pan Am Clipper	n/a
18	Spectrum	n/a
19	AmericanWay	n/a
20	Sky	n/a
21	Palm Springs Life	ne
22	Magazine Antiques	ne

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

cerns and personalities. Also included is in-flight information, TWA route maps, information on TWA cities.

Member: BPA

Primary SRDS Classification No. C-1

W

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4305
Year founded: 1972
Published: Biweekly

Editorial Description: "W" is edited for the educated, affluent woman commenting on fashion, people and living. Articles represent selective consumer features from Women's Wear Daily and include: fashion, travel and beauty features, criticism of the arts and personality interviews.

Member: ABC

Primary SRDS Classification No. C-49

The Washingtonian

Washington Magazine, Inc.
1828 L Street, N.W. #200
Washington, DC 20036
(202) 296-3600
Year founded: 1965
Published: Monthly

Editorial Description: The Washingtonian Magazine is edited for the educated, active residents of the Washington, D.C. area. It features photography and in-depth articles about both the federal city of Washington and the metropolitan area surrounding the District of Columbia. Regular columns cover dining out, wine, real estate, money, people, movies, beauty, fashion, antiques, shopping, sports, travel, the arts; there is a monthly calendar of things to do and places to go.

Member: ABC

Primary SRDS Classification No. C-30A

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Inside Print
The voice of print advertising

Figures are Folio estimates for the calendar year 1985.

AUTOMOTIVE

Ad Pages

1	AutoWeek	1,694
2	Road & Track	1,341
3	Car and Driver	1,224
4	Four Wheeler	1,054
5	4-Wheel & Off-Road	976
6	Car Craft	906
7	Motor Trend	894
8	Hot Rod	705
9	Cycle World	646
10	Cycle	597
11	Popular Hot Rodding	549
12	Motorcyclist	426
13	Easyriders	260
	Total	11,274

% Chg. Ad Pages

	1985 vs. 1984	%
1	Motor Trend	16.3
2	Cycle	13.7
3	Car and Driver	12.9
4	4-Wheel & Off-Road	9.8
5	Four Wheeler	7.6
6	Road & Track	7.3
7	AutoWeek	6.7
8	Cycle World	6.0
9	Popular Hot Rodding	5.4
10	Car Craft	4.6
11	Easyriders	4.0
12	Motorcyclist	1.9
13	Hot Rod	– 1.7

Net Chg. Ad Pages

	1985 vs. 1984	
1	Car and Driver	140
2	Motor Trend	125
3	AutoWeek	106
4	Road & Track	91
5	4-Wheel & Off-Road	87
6	Four Wheeler	74
7	Cycle	72
8	Car Craft	40
9	Cycle World	37
10	Popular Hot Rodding	28
11	Easyriders	10
12	Motorcyclist	8
13	Hot Rod	– 12
	Total	806

Avg. Ad Pages/Copy

1	Road & Track	112
2	Car and Driver	102
3	Four Wheeler	88
4	4-Wheel & Off-Road	81
5	Car Craft	76
6	Motor Trend	75
7	Hot Rod	59
8	Cycle World	54
9	Cycle	50
10	Popular Hot Rodding	46
11	Motorcyclist	36
12	AutoWeek	33
13	Easyriders	22

Ad Revenue

		$000
1	Car and Driver	34,801
2	Road & Track	29,864
3	Motor Trend	23,254
4	Hot Rod	12,374
5	Cycle	8,921
6	Car Craft	7,286
7	Cycle World	6,656
8	AutoWeek	6,616
9	4-Wheel & Off-Road	5,544
10	Four Wheeler	3,264
11	Motorcyclist	2,824
12	Popular Hot Rodding	2,432
13	Easyriders	686
	Total	144,522

% Chg. Ad Revenue

	1985 vs. 1984	%
1	Four Wheeler	31.0
2	4-Wheel & Off-Road	30.7
3	Car and Driver	26.6
4	Motor Trend	24.6
5	Road & Track	20.7
6	Cycle	18.0
7	Car Craft	11.2
8	AutoWeek	7.0
9	Popular Hot Rodding	6.8
10	Easyriders	5.6
11	Motorcyclist	4.1
12	Hot Rod	2.5
13	Cycle World	0.3

Net Chg. Ad Revenue

	1985 vs. 1984	$000
1	Car and Driver	7,310
2	Road & Track	5,119
3	Motor Trend	4,597
4	Cycle	1,362
5	4-Wheel & Off-Road	1,302
6	Four Wheeler	772
7	Car Craft	737
8	AutoWeek	432
9	Hot Rod	307
10	Popular Hot Rodding	156
11	Motorcyclist	112
12	Easyriders	36
13	Cycle World	18
	Total	22,260

Avg. Edit. Pages/Copy

1	Easyriders	110
2	Road & Track	95
3	Four Wheeler	93
4	Hot Rod	68
5	Motor Trend	67
6	Car and Driver	67
7	4-Wheel & Off-Road	64
8	Popular Hot Rodding	63
9	Motorcyclist	61
10	Car Craft	58
11	Cycle	58
12	Cycle World	55
13	AutoWeek	21

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MAGAZINE PROFILES

AutoWeek

Crain Communications Inc.
1400 Woodbridge Avenue
Detroit, MI 48207
(313) 446-6000
Year founded: 1957
Published: Weekly

Editorial Description: AutoWeek is edited for the enthusiast involved with motoring. Editorial covers current news as well as driving impressions, features, vignettes and major motorsport events. There are columnists who touch on serious and humorous issues and a Forum that has been a soapbox for industry leaders, sanctioning body principals, government spokesmen, and enthusiasts with something they want to say.

Member: ABC

Primary SRDS Classification No. C-3

Car and Driver

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6094
Year founded: 1956
Published: Monthly

Editorial Description: Car and Driver is edited for automobile enthusiasts, owners and potential owners of a wide range of cars, trucks and automotive accessories. Each issue contains approximately three to four road tests evaluating new cars, plus a selection of features that range from light humor to serious analyses of the automobile's place in modern society. Regular departments include a "For Your Information" news section, personality column, section devoted to motor racing, book reviews and regular columns by individual authors. Approximately one third of the editorial content is devoted to product evaluation, one third to departments and columns and one third to general features.

Member: ABC

Primary SRDS Classification No. C-3

Car Craft

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 854-2222
Year founded: 1953
Published: Monthly

Editorial Description: Car Craft is edited for the drag racing and high-performance automobile enthusiast. Regular features include performance tests of domestic cars, drag racing coverage, personality profiles, "how-to's" on auto maintenance and performance modifications, car features and examinations of new speed and safety equipment.

Member: ABC

Primary SRDS Classification No. C-3

Cycle

CBS Magazines
3807 Wilshire Blvd., Suite 1200
Los Angeles, CA 90010
(213) 739-5120
Year founded: 1952
Published: Monthly

Editorial Description: Cycle is edited to inform on the performance and the technical aspects of new motorcycles of various types and of other new products and accessories of interest to motorcyclists, on industry practices that affect the general consumer, on competition (both on- and off-road), and includes features of general interest to American motorcyclists.

Member: ABC

Primary SRDS Classification No. C-31A

Cycle World

CBS Magazines
1499 Monrovia Avenue
Newport Beach, CA 92663
(714) 720-5300
Year founded: 1962
Published: Monthly

Editorial Description: Cycle World magazine is an editorial blend of information and entertainment about motorcycles and the various types of riding. Street, dirt, and dual-purpose machines are included in Cycle World's coverage. Each month Cycle World offers information on tests in the motorcycle field, which include aftermarket parts and accessories. Along with these technical articles is a mix of competition coverage, personality profiles, apparel features, travel articles, nostalgia, and humor, covering the world of motorcycling.

Member: ABC

Primary SRDS Classification No. C-31A

Figures are FOLIO estimates for the calendar year 1985.

AUTOMOTIVE

Continued

Average Circulation

1	Car and Driver	906,745
2	Hot Rod	856,829
3	Motor Trend	765,853
4	Road & Track	735,202
5	Car Craft	439,773
6	Cycle	420,408
7	Cycle World	337,002
8	Easyriders	328,033
9	4-Wheel & Off-Road	285,094
10	Popular Hot Rodding	272,913
11	Motorcyclist	214,640
12	Four Wheeler	204,035
13	AutoWeek	157,947
	Total	5,924,474

% Chg. Avg. Circ.

	1985 vs. 1984	%
1	AutoWeek	10.3
2	Four Wheeler	8.6
3	Car and Driver	6.1
4	Car Craft	2.9
5	Popular Hot Rodding	2.9
6	Motor Trend	−0.3
7	Hot Rod	−0.4
8	Road & Track	−0.7
9	Cycle	−1.6
10	Motorcyclist	−3.9
11	4-Wheel & Off-Road	−5.1
12	Cycle World	−5.6
13	Easyriders	−13.5

Net Chg. Avg. Circ.

	1985 vs. 1984	
1	Car and Driver	52,421
2	Four Wheeler	16,209
3	AutoWeek	14,787
4	Car Craft	12,517
5	Popular Hot Rodding	7,665
6	Motor Trend	−1,921
7	Hot Rod	−3,417
8	Road & Track	−4,914
9	Cycle	−6,854
10	Motorcyclist	−8,687
11	4-Wheel & Off-Road	−15,435
12	Cycle World	−19,857
13	Easyriders	−51,223
	Total	−8,709

Avg. Total Pages/Copy

	ad pages + edit. pages	
1	Road & Track	207
2	Four Wheeler	181
3	Car and Driver	169
4	4-Wheel & Off-Road	146
5	Motor Trend	141
6	Car Craft	133
7	Easyriders	132
8	Hot Rod	127
9	Cycle World	109
10	Popular Hot Rodding	109
11	Cycle	107
12	Motorcyclist	97
13	AutoWeek	54

Total Revenue

	ad rev. + circ. rev.	$000
1	Car and Driver	50,517
2	Road & Track	43,302
3	Motor Trend	33,504
4	Hot Rod	24,866
5	Car Craft	13,726
6	Cycle	13,680
7	4-Wheel & Off-Road	11,490
8	Cycle World	10,917
9	Easyriders	10,536
10	AutoWeek	10,166
11	Four Wheeler	7,616
12	Popular Hot Rodding	7,097
13	Motorcyclist	5,396
	Total	242,813

% Chg. Total Revenue

	1985 vs. 1984	%
1	4-Wheel & Off-Road	25.5
2	Car and Driver	22.8
3	Motor Trend	20.3
4	Four Wheeler	19.6
5	Road & Track	18.9
6	Cycle	9.9
7	AutoWeek	8.2
8	Hot Rod	8.0
9	Car Craft	7.2
10	Easyriders	5.0
11	Motorcyclist	4.0
12	Popular Hot Rodding	2.7
13	Cycle World	1.0

Subscription Revenue

		$000
1	Car and Driver	8,996
2	Road & Track	5,940
3	Hot Rod	5,701
4	Motor Trend	4,921
5	AutoWeek	3,370
6	Cycle	2,846
7	Cycle World	2,394
8	Car Craft	2,130
9	4-Wheel & Off-Road	1,816
10	Easyriders	1,406
11	Motorcyclist	1,097
12	Four Wheeler	875
13	Popular Hot Rodding	875
	Total	42,367

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	Easyriders	36.8
2	Car and Driver	26.3
3	Four Wheeler	26.3
4	Hot Rod	21.3
5	4-Wheel & Off-Road	18.8
6	Popular Hot Rodding	13.0
7	AutoWeek	12.9
8	Motor Trend	9.2
9	Car Craft	3.8
10	Cycle World	0.6
11	Motorcyclist	−1.1
12	Cycle	−2.5
13	Road & Track	−2.7

▶

MAGAZINE PROFILES

Easyriders

Paisano Publications, Inc.
28210 Dorothy Drive
Agoura Hills, CA 91301
(818) 889-8740
Year founded: 1971
Published: Monthly

Editorial Description: Easyriders specializes in entertainment for the adult male custom motorcycle enthusiast. Concentrates on "entertainment" and not technical reports, road tests. Easyriders offers fiction, special interest articles, humor, girls, color layouts featuring exceptional bikes, and a variety of material.

Member: ABC

Primary SRDS Classification No. C-31A

4-Wheel & Off-Road

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 854-2222
Year founded: 1977
Published: Monthly

Editorial Description: 4-Wheel & Off-Road is edited for the outdoor enthusiast who is interested in both two- and four-wheel drive recreational vehicles. On- and off-road evaluations of new vehicles, including trail motorcycles, are regularly featured, as are detailed technical how-to's for the do-it-yourselfer. Each issue also contains travel stories designed to show the enthusiast new places to visit with his vehicle. Major off-road racing events are covered, new products are explained, and driving and buying tips are established features.

Member: ABC

Primary SRDS Classification No. C-3

Four Wheeler

Omni International, Ltd.
6728 Eton Ave.
P.O. Box 7116
Canoga Park, CA 91303
(818) 992-4777
Year founded: 1962
Published: Monthly

Editorial Description: Four Wheeler caters directly to the technical and entertainment interests of off-road enthusiasts. Readers are treated every month to full-color coverage of performance features, technical how-to's, new-vehicle and new-tire tests, top-sanctioned competition, travel and adventure features, new-product evaluations, and do-it-yourself articles for beginning as well as veteran off-roaders.

Member: ABC

Primary SRDS Classification No. C-3

Hot Rod

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 854-2222
Year founded: 1948
Published: Monthly

Editorial Description: Hot Rod Magazine is written for men with interest in automotive machinery. Primary editorial concerns modifications they can perform to improve the performance and appearance of their own vehicles. Editorial includes pictorial features on the Street Rod and Street Machine world, rod tips, technical reports, high performance product reports, engine articles, testing of new domestic and import cars, and "Project Car" series. Covers drag racing, including event coverage and tech exams of winning cars.

Member: ABC

Primary SRDS Classification No. C-3

▶

Figures are FOLIO estimates for the calendar year 1985.

AUTOMOTIVE

Continued

Avg. Subscription Circ.

1	Car and Driver	664,296
2	Hot Rod	562,098
3	Motor Trend	548,187
4	Road & Track	452,463
5	Cycle	314,130
6	Cycle World	248,116
7	Car Craft	234,523
8	AutoWeek	155,181
9	Motorcyclist	142,725
10	4-Wheel & Off-Road	140,488
11	Popular Hot Rodding	94,433
12	Four Wheeler	88,165
13	Easyriders	76,741
	Total	3,721,528

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	Four Wheeler	15.5
2	Popular Hot Rodding	13.2
3	AutoWeek	11.1
4	Car and Driver	8.4
5	Car Craft	3.3
6	Easyriders	2.1
7	Hot Rod	1.2
8	Motor Trend	−0.7
9	Cycle	−1.2
10	Motorcyclist	−3.1
11	Cycle World	−3.5
12	Road & Track	−4.8
13	4-Wheel & Off-Road	−8.5

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	Car and Driver	51,651
2	AutoWeek	15,493
3	Four Wheeler	11,831
4	Popular Hot Rodding	10,983
5	Car Craft	7,453
6	Hot Rod	6,644
7	Easyriders	1,548
8	Motor Trend	−3,606
9	Cycle	−3,837
10	Motorcyclist	−4,553
11	Cycle World	−9,039
12	4-Wheel & Off-Road	−13,028
13	Road & Track	−22,786
	Total	48,754

Newsstand Revenue

		$000
1	Easyriders	8,443
2	Road & Track	7,498
3	Hot Rod	6,791
4	Car and Driver	6,721
5	Motor Trend	5,328
6	Car Craft	4,310
7	4-Wheel & Off-Road	4,131
8	Popular Hot Rodding	3,791
9	Four Wheeler	3,476
10	Cycle	1,913
11	Cycle World	1,867
12	Motorcyclist	1,476
13	AutoWeek	180
	Total	55,925

Avg. Newsstand Circ.

1	Hot Rod	294,732
2	Road & Track	282,739
3	Easyriders	251,292
4	Car and Driver	242,449
5	Motor Trend	217,667
6	Car Craft	205,251
7	Popular Hot Rodding	178,480
8	4-Wheel & Off-Road	144,627
9	Four Wheeler	115,870
10	Cycle	106,278
11	Cycle World	88,886
12	Motorcyclist	71,916
13	AutoWeek	2,766
	Total	2,202,953

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	Road & Track	6.7
2	Four Wheeler	3.9
3	Car Craft	2.5
4	Motor Trend	0.8
5	Car and Driver	0.3
6	4-Wheel & Off-Road	−1.6
7	Popular Hot Rodding	−1.8
8	Cycle	−2.8
9	Hot Rod	−3.3
10	Motorcyclist	−5.4
11	Cycle World	−10.8
12	Easyriders	−17.4
13	AutoWeek	−20.3

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	Road & Track	17,872
2	Car Craft	5,065
3	Four Wheeler	4,377
4	Motor Trend	1,685
5	Car and Driver	770
6	AutoWeek	−706
7	4-Wheel & Off-Road	−2,408
8	Cycle	−3,017
9	Popular Hot Rodding	−3,319
10	Motorcyclist	−4,135
11	Hot Rod	−10,061
12	Cycle World	−10,818
13	Easyriders	−52,771
	Total	−57,486

% Chg. News. Revenue

	1985 vs. 1984	%
1	Road & Track	34.8
2	4-Wheel & Off-Road	21.9
3	Motor Trend	13.6
4	Four Wheeler	9.2
5	Motorcyclist	7.8
6	Hot Rod	6.1
7	Cycle World	4.0
8	Car and Driver	3.0
9	Car Craft	2.5
10	Easyriders	1.0
11	Popular Hot Rodding	−1.8
12	Cycle	−2.7
13	AutoWeek	−20.4

MAGAZINE PROFILES

Motor Trend

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 854-2222
Year founded: 1949
Published: Monthly

Editorial Description: Motor Trend is a general interest automotive magazine, featuring domestic, import, and exotic car road tests; antique and classic car features; racing reports; reviews of racing cars; news from inside the auto industry; reports on air pollution control and safety; fuel economy tips; do-it-yourself auto repair advice; super-tuning for better performance; consumer buyer's guides of auto equipment and accessories; off-road and recreational vehicles; new car styiing and engineering details; and driving impressions of new cars before they go on sale.

Member: ABC

Primary SRDS Classification No. C-3

Motorcyclist

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 854-2222
Year founded: 1912
Published: Monthly

Editorial Description: Motorcyclist is edited by experienced riders and motorcycle journalists for readers with an active interest in pleasure riding, competition and mechanics. Regular features include articles on motorcycle design, custom machines, latest models, new accessories, do-it-yourself mechanical procedure as well as extensive road testing and coverage of racing events.

Member: ABC

Primary SRDS Classification No. C-31A

Popular Hot Rodding

Argus Publishers Corporation
12301 Wilshire Boulevard
Los Angeles, CA 90025
(213) 820-3601
Year founded: 1962
Published: Monthly

Editorial Description: Popular Hot Rodding is edited for the automotive enthusiast with an emphasis on performance, bolt-on accessories, replacement parts, safety and the sport of drag racing. Articles covering new products, methods to improve styling, test and analysis of cars, "do it yourself" information, and results of race events are featured regularly. It summarizes new industry accomplishments and future plans.

Member: ABC

Primary SRDS Classification No. C-3

Road & Track

CBS Magazines
1499 Monrovia Avenue
Newport Beach, CA 92663
(714) 720-5300
Year founded: 1947
Published: Monthly

Editorial Description: Road & Track magazine is written for the automotive enthusiast who truly enjoys cars and driving—and takes them both quite seriously. Road & Track focuses on both import and domestic cars of a sporting nature, ranging from compact sedans to the most exotic sports cars. Editorial emphasis is on automobiles offering performance, economy, efficient designs, and quality engineering. Included as regular features are road tests and driving reports, detailed technical discussions, reports of important international automotive events, biographies of automotive personalities, articles on travel, book reviews, automotive history, humor and fiction. News and opinions on the current international and domestic automotive scene are regularly included.

Member: ABC

Primary SRDS Classification No. C-3

Figures are Folio estimates for the calendar year 1985.

AFFLUENCE 1

Continued from page 72

The New York Times Magazine

The New York Times
229 West 43rd Street
New York, NY 10036
(212) 556-1234
Year founded: 1851
Published: 67x per year

Editorial Description: The New York Times Magazine editorial is devoted to helping its readers understand a changing world. It contains articles and photographs on a wide range of subjects: foreign affairs, politics, medicine, the arts, science, religion and business. There are features on Fashion, Design, Food, Beauty, Health, Collecting and the New York Times Magazine Puzzles.

Member: ABC

Primary SRDS Classification No. C-38

Signature

Citicorp Publishing
641 Lexington Avenue
New York, NY 10022
(212) 888-9450
Year founded: 1954
Published: Monthly

Editorial Description: Signature is edited as a guide to leisure time activities. The majority of the stories are travel-related and cover destinations worldwide. There are regional guides to dining and entertainment. The remainder of the editorial includes regular features on sport, lifestyle trends, best buys in quality goods, arts and culture and occasional profiles.

Member: ABC

Primary SRDS Classification No. C-46

Smithsonian

Smithsonian Institution
Washington, DC 20560
(202) 357-2888
Year founded: 1970
Published: Monthly

Editorial Description: Smithsonian involves itself with Man's cultural, intellectual, social and physical environment. It is the editor's view that it is the total and not just part of the environment that contributes to the quality of life. Topics range from ecology, science, urbanology, technology to art, history, nature and leisure activities.

Member: ABC

Primary SRDS Classification No. C-22

Travel & Leisure

American Express Publishing Corporation
1120 Avenue of the Americas
New York, NY 10036
(212) 382-5600
Year founded: 1970
Published: Monthly

Editorial Description: Travel & Leisure Magazine contains articles and service information concerning travel, hotels, dining, wine & spirits, hobbies and entertainment. It is a lifestyle magazine devoted to pleasures and leisure time pursuits.

Member: ABC

Primary SRDS Classification No. C-46

AFFLUENCE 2

Continued from page 77

Tennis

Tennis, Inc.
5520 Park Avenue
P.O. Box 0395
Trumbull, CT 06611-0395
(203) 373-7000
Year founded: 1950
Published: Monthly

Editorial Description: Tennis magazine is for active tennis players at various levels and ages. Each issue contains features on playing instruction, the mental side of tennis, tips, and equipment, fitness and travel to tennis camps and resorts. Tennis covers the professional game with player profiles, tournament previews, professional circuit results and photo features. Monthly columns address issues at both the professional and grass-roots levels of the game. Departments include news of people in and around tennis, tournament schedules and upcoming tennis telecasts. The February Annual issue contains professional and amateur results from the previous year, historical tournament records and other statistics. Special sections about U.S. Open, TV Tennis Guides and regional travel appear regularly.

Member: ABC

Primary SRDS Classification No. C-45

Town & Country

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5000
Year founded: 1846
Published: Monthly

Editorial Description: Town & Country Magazine is a service publication for the affluent, covering a wide range of the interests of these people. Predominant among these interests are travel, the home, personalities, fashion, beauty, cultural areas, gourmet foods and liquors, and social happenings.

Member: ABC

Primary SRDS Classification No. C-22

United

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1957
Published: Monthly

Editorial Description: United focuses on the achievements and lifestyles of the people who influence America. It profiles chief executives of major corporations and eminent professionals in law, architecture, medicine, art, education and entertainment. It also carries travel destination and service features.

Member: BPA

Primary SRDS Classification No. C-1

Vanity Fair

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1914; relaunched, 1983
Published: Monthly

Editorial Description: Vanity Fair is a magazine of literature and the arts, politics and popular culture. Contains articles on fiction and nonfiction: essays, stories and reviews, interviews, profiles, poetry and satire. It features photographs and drawings, portraits and photojournalism, caricatures and cartoons.

Member: ABC

Primary SRDS Classification No. C-22

VENTURE

The Magazine for Entrepreneurs

Venture Magazine Inc.
521 Fifth Avenue
New York, NY 10175
(212) 682-7373
Year founded: 1979
Published: Monthly

Editorial Description: VENTURE is edited for the executive who conceives new ideas for businesses, maps strategies to bring those companies into being, and does the work that is necessary to make them go. Each issue provides news, trends and information for these executives with which to operate, manage and expand their businesses, and reward themselves with the good things in life. Features explore topics ranging from emerging industries to economic trends and entrepreneurial management. Departments include Entreprenews, Making It Happen, Personal Portfolios, Venture Financing, Managing Ventures, Putting Ideas Into Action, Franchise Facts, Venture Strategies, Book Reviews and a Washington Newsletter.

Member: ABC

Primary SRDS Classification No. C-8

BLACK

Ad Pages

1 Ebony	1,201
2 Jet	961
3 Essence	951
4 Black Enterprise	789
Total	**3,902**

% Chg. Ad Pages

1985 vs. 1984	%
1 Ebony	9.2
2 Black Enterprise	3.3
3 Jet	−1.2
4 Essence	−6.3

Net Chg. Ad Pages

1985 vs. 1984	
1 Ebony	101
2 Black Enterprise	25
3 Jet	−12
4 Essence	−64
Total	**50**

Avg. Ad Pages/Copy

1 Ebony	100
2 Essence	79
3 Black Enterprise	66
4 Jet	18

Ad Revenue

	$000
1 Ebony	38,241
2 Essence	15,358
3 Jet	12,353
4 Black Enterprise	9,626
Total	**75,578**

% Chg. Ad Revenue

1985 vs. 1984	%
1 Jet	19.3
2 Ebony	17.6
3 Essence	14.8
4 Black Enterprise	10.0

Net Chg. Ad Revenue

1985 vs. 1984	$000
1 Ebony	5,723
2 Jet	1,996
3 Essence	1,975
4 Black Enterprise	874
Total	**10,568**

Avg. Edit. Pages/Copy

1 Ebony	76
2 Essence	66
3 Black Enterprise	58
4 Jet	50

Average Circulation

1 Ebony	1,736,667
2 Jet	817,160
3 Essence	800,960
4 Black Enterprise	232,088
Total	**3,586,875**

% Chg. Avg. Circ.

1985 vs. 1984	%
1 Essence	14.4
2 Ebony	2.7
3 Jet	−4.0
4 Black Enterprise	−5.5

Net Chg. Avg. Circ.

1985 vs. 1984	
1 Essence	100,565
2 Ebony	45,373
3 Black Enterprise	−13,406
4 Jet	−34,438
Total	**98,094**

Avg. Total Pages/Copy

ad pages + edit. pages	
1 Ebony	176
2 Essence	145
3 Black Enterprise	123
4 Jet	68

MAGAZINE PROFILES

Black Enterprise

Earl G. Graves Publishing Co., Inc.
130 Fifth Avenue
New York, NY 10011
(212) 242-8000
Year founded: 1970
Published: Monthly

Editorial Description: Black Enterprise is a business-oriented consumer service magazine written for and about black business men and women, professionals, corporate executives and college students. Feature articles range from money management to the operation of various industries and the current economic growth and development of blacks within these industries. Additionally, prominent personalities are interviewed. Black Enterprise also provides readers with regular departments on personal finance, small but successful businesses, blacks moving up in the corporate world, employment opportunities and lifestyle and leisure activities.

Member: ABC

Primary SRDS Classification No. C-8

EBONY

Johnson Publishing Co., Inc.
820 S. Michigan Avenue
Chicago, IL 60605
(312) 322-9200
Year founded: 1945
Published: Monthly

Editorial Description: EBONY is a black-oriented, general, picture magazine dealing primarily with contemporary topics. Feature articles deal with education, history, politics, literature, art, business, personalities, civil rights, sports, entertainment, music and social events. Regular monthly departments include "Speaking of People," "Fashion Fair," "Ebony Book Shelf," "Date With a Dish" (culinary art), "Letters to the Editor," "Backstage," "The Ebony Advisor," and "Strictly For Laughs." The August issue is devoted to an in-depth treatment of one aspect of current life in Black America such as civil rights, youth, segregation.

Member: ABC

Primary SRDS Classification No. C-22

ESSENCE

ESSENCE Communications, Inc.
1500 Broadway
New York, NY 10036
(212) 730-4260
Year founded: 1970
Published: Monthly

Editorial Description: ESSENCE is the magazine for today's Black woman. Edited for career-minded, sophisticated and independent achievers, ESSENCE's editorial is dedicated to helping its readers attain their maximum potential in various lifestyles and roles. The editorial content includes career and educational opportunities; fashion and beauty; investing and money management; health and fitness; parenting; information on home decorating and food; travel; cultural reviews; fiction; and profiles of achievers and celebrities.

Member: ABC

Primary SRDS Classification No. C-49

JET

Johnson Publishing Co., Inc.
820 S. Michigan Avenue
Chicago, IL 60605
(312) 322-9200
Year founded: 1951
Published: Weekly

Editorial Description: JET is a national news and general editorial magazine oriented to the Black Community. Articles deal with hard news and features, sports, fashion, education, Black History, entertainment, business, society, religion and African affairs. Weekly features include: Ticker Tape, U.S.A.; People; Week's Best Photos; Celebrity Beat—New York to Hollywood; plus each issue features a listing of Black performers appearing on network TV shows during the week.

Member: ABC

Primary SRDS Classification No. C-36A

Figures are FOLIO estimates for the calendar year 1985.

BLACK

Continued

Total Revenue

ad rev. + circ. rev.	$000
1 Ebony	61,642
2 Jet	40,188
3 Essence	25,078
4 Black Enterprise	12,033
Total	**138,941**

% Chg. Total Revenue

1985 vs. 1984	%
1 Essence	16.7
2 Ebony	12.2
3 Black Enterprise	6.3
4 Jet	−0.7

Subscription Revenue

	$000
1 Ebony	18,263
2 Jet	17,400
3 Essence	6,008
4 Black Enterprise	2,123
Total	**43,794**

% Chg. Sub. Revenue

1985 vs. 1984	%
1 Essence	34.0
2 Ebony	4.6
3 Jet	−3.2
4 Black Enterprise	−7.6

Avg. Subscription Circ.

1 Ebony	1,508,883
2 Jet	656,617
3 Essence	594,706
4 Black Enterprise	219,926
Total	**2,980,132**

% Chg. Avg. Sub. Circ.

1985 vs. 1984	%
1 Essence	21.1
2 Ebony	3.7
3 Jet	−1.2
4 Black Enterprise	−5.7

Net Chg. Avg. Sub. Circ.

1985 vs. 1984	
1 Essence	103,482
2 Ebony	53,819
3 Jet	−7,822
4 Black Enterprise	−13,352
Total	**136,127**

Newsstand Revenue

	$000
1 Jet	10,435
2 Ebony	5,139
3 Essence	3,713
4 Black Enterprise	285
Total	**19,572**

Avg. Newsstand Circ.

1 Ebony	227,784
2 Essence	206,255
3 Jet	160,544
4 Black Enterprise	12,162
Total	**606,745**

% Chg. Avg. News. Circ.

1985 vs. 1984	%
1 Black Enterprise	−0.4
2 Essence	−1.4
3 Ebony	−3.6
4 Jet	−14.2

Net Chg. Avg. News. Circ.

1985 vs. 1984	
1 Black Enterprise	−54
2 Essence	−2,917
3 Ebony	−8,447
4 Jet	−26,617
Total	**−38,035**

% Chg. News. Revenue

1985 vs. 1984	%
1 Black Enterprise	5.0
2 Ebony	3.6
3 Essence	2.7
4 Jet	−14.2

It's a lot more challenging to produce a print ad than a TV spot.

It's also a lot more rewarding. For the reader as well as the advertiser.

Print works. Because it lets you tell a complete sales story.

A message from

Inside Print

The voice of print advertising

Figures are Folio estimates for the calendar year 1985.

BRIDAL

Ad Pages

1	Bride's	1,814
2	Modern Bride	1,719
	Total	3,533

% Chg. Ad Pages

1985 vs. 1984

		%
1	Modern Bride	8.2
2	Bride's	−5.1

Net Chg. Ad Pages

1985 vs. 1984

1	Modern Bride	131
2	Bride's	−97
	Total	34

Avg. Ad Pages/Copy

1	Bride's	302
2	Modern Bride	287

Ad Revenue

		$000
1	Bride's	22,959
2	Modern Bride	20,852
	Total	43,811

% Chg. Ad Revenue

1985 vs. 1984

		%
1	Modern Bride	12.5
2	Bride's	1.3

Net Chg. Ad Revenue

1985 vs. 1984

		$000
1	Modern Bride	2,287
2	Bride's	300
	Total	2,587

Avg. Edit. Pages/Copy

1	Bride's	147
2	Modern Bride	141

Average Circulation

1	Bride's	375,587
2	Modern Bride	330,332
	Total	705,919

% Chg. Avg. Circ.

1985 vs. 1984

		%
1	Bride's	1.1
2	Modern Bride	0.0

Net Chg. Avg. Circ.

1985 vs. 1984

1	Bride's	4,099
2	Modern Bride	−163
	Total	3,936

Avg. Total Pages/Copy

ad pages + edit. pages

1	Bride's	449
2	Modern Bride	427

Total Revenue

ad rev. + circ. rev.

		$000
1	Bride's	30,482
2	Modern Bride	27,171
	Total	57,653

% Chg. Total Revenue

1985 vs. 1984

		%
1	Modern Bride	9.1
2	Bride's	1.6

Subscription Revenue

		$000
1	Bride's	431
2	Modern Bride	425
	Total	856

% Chg. Sub. Revenue

1985 vs. 1984

		%
1	Bride's	16.4
2	Modern Bride	6.7

Avg. Subscription Circ.

1	Modern Bride	40,131
2	Bride's	37,862
	Total	77,993

% Chg. Avg. Sub. Circ.

1985 vs. 1984

		%
1	Modern Bride	6.3
2	Bride's	−2.4

Net Chg. Avg. Sub. Circ.

1985 vs. 1984

1	Modern Bride	2,384
2	Bride's	−939
	Total	1,445

Newsstand Revenue

		$000
1	Bride's	7,092
2	Modern Bride	6,094
	Total	13,186

Avg. Newsstand Circ.

1	Bride's	337,725
2	Modern Bride	290,202
	Total	627,927

% Chg. Avg. News. Circ.

1985 vs. 1984

		%
1	Bride's	1.5
2	Modern Bride	−0.9

Net Chg. Avg. News. Circ.

1985 vs. 1984

1	Bride's	5,037
2	Modern Bride	−2,547
	Total	2,490

% Chg. News. Revenue

1985 vs. 1984

		%
1	Bride's	1.5
2	Modern Bride	−0.9

MAGAZINE PROFILES

BRIDE'S

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1934
Published: Bimonthly

Editorial Description: BRIDE's is a service magazine for the bride-to-be. It provides information and guidance in planning her wedding, honeymoon and new home. Every issue covers wedding fashions (for the bride, women and men attendants and the mothers-of-the-wedding); trousseaux (lingerie, clothes for her and for him); home furnishings (tabletop, linens, furniture, appliances, accessories, housewares, floor coverings, etc); travel (honeymoons in the United States, Canada, Mexico, nearby islands and Europe). Regular features include etiquette, wedding gifts, beauty, health, food and drink, sociological articles and shopping information.

Member: ABC

Primary SRDS Classification No. C-7

Modern Bride

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-3800
Year founded: 1949
Published: Bimonthly

Editorial Description: Modern Bride is designed as the bride-to-be's guide to planning her wedding, honeymoon, and first home or apartment. Issues cover: (1) bridal fashion (including attendants and mother-of-the bride), travel trousseau and lingerie; (2) home furnishings (tableware, furniture, linens, appliances, housewares, floor coverings, accessories, etc.); (3) honeymoon travel (covering the United States, Canada, Mexico and nearby islands). Additional regular features include personal and beauty care, wedding gifts, etiquette, marital relations, shopping information.

Member: ABC
Primary SRDS Classification No. C-7

Figures are FOLIO estimates for the calendar year 1985.

BUSINESS & FINANCIAL

Ad Pages

1	BusinessWeek/N.Amer.Ed.	4,214
2	Forbes	3,711
3	Fortune	3,273
4	Economist/U.S.Ed.	2,512
5	Barron's	2,307
6	Crain's Chicago Business	1,944
7	Working Woman	1,236
8	Inc.	1,150
9	Industry Week	1,077
10	Venture	903
11	Black Enterprise	789
12	Frequent Flyer	762
13	Dun's Business Month	612
14	Financial World	604
15	Scientific American	567
16	Nation's Business	421
17	Harvard Business Review	411
18	Savvy	386
19	Success!	374
20	High Technology	347
21	S. Porter's Pers. Fin.	257
	Total	27,867

% Chg. Ad Pages

1985 vs. 1984

		%
1	Financial World	33.3
2	Crain's Chicago Business	19.2
3	Harvard Business Review	10.2
4	Frequent Flyer	8.1
5	Black Enterprise	3.3
6	Economist/U.S.Ed.	0.4
7	Nation's Business	−1.3
8	Barron's	−1.8
9	Forbes	−3.2
10	Working Woman	−4.2
11	Fortune	−6.1
12	Success!	−6.3
13	Venture	−14.3
14	BusinessWeek/N.Amer.Ed.	−15.2
15	High Technology	−15.6
16	Industry Week	−19.2
17	Inc.	−23.3
18	Dun's Business Month	−25.5
19	Savvy	−26.9
20	Scientific American	−32.5
21	S. Porter's Pers. Fin.	ne

Net Chg. Ad Pages

1985 vs. 1984

1	Crain's Chicago Business	313
2	Financial World	151
3	Frequent Flyer	57
4	Harvard Business Review	38
5	Black Enterprise	25
6	Economist/U.S.Ed.	11
7	Nation's Business	−6
8	Success!	−25
9	Barron's	−43
10	Working Woman	−54
11	High Technology	−64
12	Forbes	−123
13	Savvy	−146
14	Venture	−151
15	Dun's Business Month	−209
16	Fortune	−213
17	Industry Week	−256
18	Scientific American	−273
19	Inc.	−350
20	BusinessWeek/N.Amer.Ed.	−758
21	S. Porter's Pers. Fin.	ne
	Total	−2,076

Avg. Ad Pages/Copy

1	Forbes	128
2	Fortune	126
3	Working Woman	103
4	Inc.	96
5	BusinessWeek/N.Amer.Ed.	83
6	Venture	75
7	Harvard Business Review	68
8	Black Enterprise	66
9	Frequent Flyer	64
10	Dun's Business Month	51
11	Economist/U.S.Ed.	49
12	Scientific American	47
13	Barron's	44
14	Industry Week	43
15	S. Porter's Pers. Fin.	43
16	Crain's Chicago Business	37
17	Nation's Business	35
18	Success!	34
19	Savvy	33
20	High Technology	29
21	Financial World	23

Ad Revenue

		$000
1	BusinessWeek/N.Amer.Ed.	169,100
2	Forbes	115,826
3	Fortune	115,743
4	Inc.	32,068
5	Barron's	22,463
6	Working Woman	20,813
7	Industry Week	15,791
8	Economist/U.S.Ed.	13,484
9	Scientific American	13,207
10	Venture	11,516
11	Crain's Chicago Business	10,039
12	Nation's Business	10,004
13	Black Enterprise	9,626
14	Dun's Business Month	8,978
15	Frequent Flyer	6,094
16	High Technology	4,816
17	Financial World	4,441
18	Savvy	3,520
19	Harvard Business Review	3,455
20	Success!	3,445
21	S. Porter's Pers. Fin.	1,638
	Total	596,067

% Chg. Ad Revenue

1985 vs. 1984

		%
1	Financial World	44.5
2	Crain's Chicago Business	27.9
3	Economist/U.S.Ed.	22.5
4	Harvard Business Review	22.2
5	Success!	20.1
6	Nation's Business	11.5
7	Working Woman	10.5
8	Black Enterprise	10.0
9	Frequent Flyer	9.7
10	Barron's	7.0
11	Venture	6.8
12	Forbes	5.6
13	Fortune	3.6
14	High Technology	−7.0
15	Industry Week	−7.7
16	Inc.	−8.4
17	BusinessWeek/N.Amer.Ed.	−8.5
18	Dun's Business Month	−16.7
19	Scientific American	−23.1
20	Savvy	−24.8
21	S. Porter's Pers. Fin.	ne

Net Chg. Ad Revenue

1985 vs. 1984

		$000
1	Forbes	6,113
2	Fortune	4,064
3	Economist/U.S.Ed.	2,473
4	Crain's Chicago Business	2,191
5	Working Woman	1,982
6	Barron's	1,465
7	Financial World	1,368
8	Nation's Business	1,035
9	Black Enterprise	874
10	Venture	734
11	Harvard Business Review	627
12	Success!	577
13	Frequent Flyer	540
14	High Technology	−361
15	Savvy	−1,164
16	Industry Week	−1,322
17	Dun's Business Month	−1,803
18	Inc.	−2,923
19	Scientific American	−3,958
20	BusinessWeek/N.Amer.Ed.	−15,682
21	S. Porter's Pers. Fin.	ne
	Total	−3,170

Avg. Edit. Pages/Copy

1	Harvard Business Review	153
2	Forbes	103
3	Scientific American	91
4	BusinessWeek/N.Amer.Ed.	71
5	Economist U.S.Ed.	69
6	Financial World	68
7	Venture	66
8	Working Woman	66
9	Frequent Flyer	64
10	Savvy	62
11	Dun's Business Month	60
12	Inc.	59
13	Black Enterprise	58
14	S. Porter's Pers. Fin.	57
15	High Technology	54
16	Success!	52
17	Nation's Business	49
18	Industry Week	45
19	Crain's Chicago Business	27
20	Fortune	ne
21	Barron's	ne

ne = not estimated

MAGAZINE PROFILES

Barron's

National Business and Financial Weekly

Dow Jones & Co.
420 Lexington Avenue
New York, NY 10170
(212) 808-7220
Year founded: 1921
Published: Weekly

Editorial Description: Barron's contains in-depth analyses of how the capital markets will impact on the future of business and government. Its columns and features are designed to help readers make decisions regarding the deployment of business and personal capital. Articles point out industrial developments and investment opportunities affecting the businessman, the money manager, the investor, the advocate, and the consumer. Each issue contains corporate evaluations, financial columns, and a complete listing of economic indicators and market results.

Member: ABC

Primary SRDS Classification No. C-8

Black Enterprise

Earl G. Graves Publishing Co., Inc.
130 Fifth Avenue
New York, NY 10011
(212) 242-8000
Year founded: 1970
Published: Monthly

Editorial Description: Black Enterprise is a business-oriented consumer service magazine written for and about black business men and women, professionals, corporate executives and college students. Feature articles range from money management to the operation of various industries and the current economic growth and development of blacks within these industries. Additionally, prominent personalities are interviewed. Black Enterprise also provides readers with regular departments on personal finance, small but successful businesses, blacks moving up in the corporate world, employment opportunities and lifestyle and leisure activities.

Membe.: ABC

Primary SRDS Classification No. C-8

BusinessWeek

(North American Edition)

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-2000
Year founded: 1929
Published: 51x per year

Editorial Description: BusinessWeek is published for management. Each week it reports the news, the ideas and the trends that have an impact on ▶

Figures are Folio estimates for the calendar year 1985.

BUSINESS & FINANCIAL

Continued

Average Circulation

1	Nation's Business	868,656
2	BusinessWeek/N.Amer.Ed.	788,209
3	Forbes	729,167
4	Fortune	729,024
5	Working Woman	715,684
6	Scientific American	640,771
7	Inc.	608,156
8	S. Porter's Pers. Fin.	355,270
9	Success!	350,897
10	Industry Week	346,851
11	Savvy	321,136
12	Venture	312,587
13	High Technology	303,808
14	Dun's Business Month	301,502
15	Frequent Flyer	300,000
16	Barron's	256,821
17	Harvard Business Review	236,228
18	Black Enterprise	232,088
19	Financial World	136,469
20	Economist/U.S.Ed.	108,326
21	Crain's Chicago Business	46,854
	Total	8,688,294

% Chg. Avg. Circ.

	1985 vs. 1984	%
1	Success!	19.6
2	Financial World	18.1
3	Inc.	15.6
4	Industry Week	14.6
5	Venture	8.6
6	Working Woman	5.6
7	Savvy	5.3
8	Frequent Flyer	5.2
9	Economist/U.S.Ed.	4.5
10	Dun's Business Month	2.9
11	Fortune	2.7
12	BusinessWeek/N.Amer.Ed.	1.6
13	Nation's Business	0.6
14	Forbes	0.4
15	Crain's Chicago Business	0.1
16	High Technology	−0.6
17	Scientific American	−1.3
18	Harvard Business Review	−2.7
19	Black Enterprise	−5.5
20	Barron's	−8.3
21	S. Porter's Pers. Fin.	ne

Net Chg. Avg. Circ.

	1985 vs. 1984	
1	Inc.	81,881
2	Success!	57,488
3	Industry Week	44,145
4	Working Woman	38,146
5	Venture	24,629
6	Financial World	20,930
7	Fortune	19,002
8	Savvy	16,301
9	Frequent Flyer	14,750
10	BusinessWeek/N.Amer.Ed.	12,569
11	Dun's Business Month	8,502
12	Nation's Business	5,141
13	Economist/U.S.Ed.	4,534
14	Forbes	2,935
15	Crain's Chicago Business	63
16	High Technology	−1,891
17	Harvard Business Review	−6,495
18	Scientific American	−8,482
19	Black Enterprise	−13,406
20	Barron's	−23,310
21	S. Porter's Pers. Fin.	ne
	Total	297,584

Avg. Total Pages/Copy

	ad pages + edit. pages	
1	Forbes	231
2	Harvard Business Review	221
3	Working Woman	188
4	Inc.	156
5	BusinessWeek/N.Amer.Ed.	154
6	Venture	141
7	Scientific American	138
8	Frequent Flyer	128
9	Black Enterprise	123
10	Economist/U.S.Ed.	118
11	Dun's Business Month	111
12	S. Porter's Pers. Fin.	100
13	Savvy	95
14	Financial World	91
15	Industry Week	88
16	Success!	86
17	Nation's Business	84
18	High Technology	82
19	Crain's Chicago Business	64
20	Fortune	ne
21	Barron's	ne

Total Revenue

	ad rev. + circ. rev.	$000
1	BusinessWeek/N.Amer.Ed.	198,392
2	Forbes	145,480
3	Fortune	144,026
4	Inc.	42,198
5	Barron's	39,830
6	Working Woman	30,405
7	Scientific American	29,409
8	Economist/U.S.Ed.	21,319
9	Nation's Business	19,968
10	Frequent Flyer	19,294
11	Venture	16,218
12	Industry Week	15,791
13	Black Enterprise	12,033
14	Harvard Business Review	11,635
15	Crain's Chicago Business	11,522
16	High Technology	11,016
17	Dun's Business Month	9,189
18	Financial World	8,285
19	Success!	8,133
20	Savvy	7,272
21	S. Porter's Pers. Fin.	5,954
	Total	807,346

% Chg. Total Revenue

	1985 vs. 1984	%
1	Success!	49.3
2	Financial World	30.2
3	Crain's Chicago Business	25.1
4	Economist/U.S.Ed.	17.8
5	Venture	13.9
6	Harvard Business Review	12.7
7	Frequent Flyer	11.8
8	Working Woman	9.2
9	High Technology	7.9
10	Nation's Business	6.7
11	Black Enterprise	6.3
12	Forbes	5.9
13	Fortune	4.7
14	Barron's	−0.3
15	Inc.	−3.6
16	BusinessWeek/N.Amer.Ed.	−7.2
17	Industry Week	−7.7
18	Savvy	−9.3
19	Scientific American	−12.4
20	Dun's Business Month	−16.4
21	S. Porter's Pers. Fin.	ne

Subscription Revenue

		$000
1	BusinessWeek/N.Amer.Ed.	26,920
2	Forbes	26,464
3	Fortune	25,578
4	Frequent Flyer	13,200
5	Scientific American	12,082
6	Nation's Business	9,886
7	Inc.	9,123
8	Barron's	9,068
9	Working Woman	8,836
10	Harvard Business Review	8,011
11	Economist/U.S.Ed.	6,738
12	High Technology	5,604
13	Venture	3,886
14	Success!	3,809
15	Financial World	3,557
16	S. Porter's Pers. Fin.	3,533
17	Savvy	3,269
18	Black Enterprise	2,123
19	Crain's Chicago Business	1,324
20	Dun's Business Month	211
21	Industry Week	0
	Total	183,202

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	Venture	39.9
2	Success!	38.3
3	High Technology	30.4
4	Financial World	21.3
5	Inc.	20.2
6	Frequent Flyer	12.9
7	Savvy	11.1
8	Crain's Chicago Business	10.4
9	Economist/U.S.Ed.	10.3
10	Harvard Business Review	9.0
11	Fortune	8.7
12	Forbes	8.0
13	Working Woman	6.0
14	Nation's Business	1.7
15	BusinessWeek/N.Amer.Ed.	1.1
16	Scientific American	−1.8
17	Dun's Business Month	−2.2
18	Black Enterprise	−7.6
19	Barron's	−12.4
20	Industry Week	n/a
21	S. Porter's Pers. Fin.	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

the economy or on an industry—or that can provide new insights for the business executive in the operation of his own business. Featured departments include Management, Marketing, Labor, Technology, Wall Street, Finance, Transportation, New Products, Government, Research, The Markets, International Business, Business Outlook, International Outlook, Washington Outlook, Figures of the Week, Books, Cities, Names and Faces and Ideas and Trends.

Member: ABC

Primary SRDS Classification No. C-8

Crain's Chicago Business

Crain Communications Inc.
740 N. Rush
Chicago, IL 60611
(312) 649-5370
Year founded: 1978
Published: Weekly

Editorial Description: Crain's Chicago Business is edited for business persons in the metropolitan Chicago area. The majority of editorial content concerns news stories about various aspects of business and labor activity in the Chicago market. Also contains a special section dealing with the leisure time and entertainment interests of business persons. In addition, the publication offers a number of regular columns on politics, advertising and marketing, real estate and business management.

Member: ABC

Primary SRDS Classification No. C-20A

Dun's Business Month

Dun & Bradstreet Publications Corporation
875 Third Avenue
New York, NY 10022
(212) 605-9458
Year founded: 1893
Published: Monthly

Editorial Description: Dun's Business Month is edited for corporate management. Its editorial purpose is to provide a comprehensive monthly recap and analysis of current events in finance, government, and business that will have long-term impact on its readers' business and personal affairs. Utilizing a completely departmentalized format, the magazine covers these subjects in every issue: The Economy, Management, Washington, International, Money & Markets, Technology, Personal Finance and Information Management. Other departments appear as events dictate. These include: Legal Environment, Labor, Transportation, Regional Affairs, etc.

Member: ABC

Primary SRDS Classification No. C-8

Figures are Folio estimates for the calendar year 1985.

BUSINESS & FINANCIAL

Continued

Avg. Subscription Circ.

1	Nation's Business	865,958
2	BusinessWeek/N.Amer.Ed.	785,089
3	Fortune	697,776
4	Forbes	693,910
5	Working Woman	680,453
6	Inc.	580,158
7	Scientific American	503,430
8	Success!	310,970
9	S. Porter's Pers. Fin.	303,053
10	Frequent Flyer	300,000
11	Savvy	298,754
12	Venture	289,053
13	High Technology	279,437
14	Harvard Business Review	231,549
15	Black Enterprise	219,926
16	Barron's	150,424
17	Financial World	131,050
18	Economist/U.S.Ed.	97,723
19	Crain's Chicago Business	38,088
20	Dun's Business Month	7,043
21	Industry Week	0
	Total	7,463,831

% Chg. Avg. Sub. Circ.

1985 vs. 1984

		%
1	Financial World	20.6
2	Success!	20.3
3	Inc.	17.7
4	Venture	9.4
5	Working Woman	5.8
6	Frequent Flyer	5.2
7	Crain's Chicago Business	4.3
8	Economist/U.S.Ed.	3.8
9	Savvy	3.5
10	Fortune	2.7
11	High Technology	1.7
12	BusinessWeek/N.Amer.Ed.	1.7
13	Forbes	0.4
14	Nation's Business	0.4
15	Scientific American	−1.8
16	Harvard Business Review	−2.9
17	Black Enterprise	−5.7
18	Dun's Business Month	−8.7
19	Barron's	−12.4
20	Industry Week	n/a
21	S. Porter's Pers. Fin.	ne

Net Chg. Avg. Sub. Circ.

1985 vs. 1984

1	Inc.	87,358
2	Success!	52,492
3	Working Woman	37,600
4	Venture	24,838
5	Financial World	22,391
6	Fortune	18,319
7	Frequent Flyer	14,750
8	BusinessWeek/N.Amer.Ed.	12,432
9	Savvy	10,090
10	High Technology	4,678
11	Economist/U.S.Ed.	3,549
12	Nation's Business	3,322
13	Forbes	2,922
14	Crain's Chicago Business	1,574
15	Dun's Business Month	−668
16	Harvard Business Review	−6,921
17	Scientific American	−9,229
18	Black Enterprise	−13,352
19	Barron's	−21,353
20	Industry Week	n/a
21	S. Porter's Pers. Fin.	ne
	Total	244,792

Newsstand Revenue

		$000
1	Barron's	8,299
2	Scientific American	4,120
3	Forbes	3,170
4	Fortune	2,705
5	BusinessWeek/N.Amer.Ed.	2,372
6	Economist/U.S.Ed.	1,097
7	Inc.	1,008
8	Success!	878
9	Venture	836
10	S. Porter's Pers. Fin.	783
11	Working Woman	[illegible]
12	High Technology	597
13	Savvy	483
14	Financial World	287
15	Black Enterprise	285
16	Harvard Business Review	168
17	Crain's Chicago Business	158
18	Nation's Business	77
19	Frequent Flyer	0
20	Industry Week	0
21	Dun's Business Month	0
	Total	28,879

Avg. Newsstand Circ.

1	Scientific American	137,333
2	Barron's	108,397
3	S. Porter's Pers. Fin.	52,217
4	Success!	39,928
5	Forbes	35,258
6	Fortune	31,248
7	Inc.	27,908
8	Working Woman	25,211
9	High Technology	24,372
10	Venture	23,544
11	BusinessWeek/N.Amer.Ed.	23,140
12	Savvy	22,382
13	Black Enterprise	12,162
14	Economist/U.S.Ed.	8,604
15	Financial World	5,419
16	Harvard Business Review	4,680
17	Crain's Chicago Business	2,821
18	Nation's Business	2,700
19	Industry Week	0
20	Frequent Flyer	0
21	Dun's Business Month	0
	Total	585,414

% Chg. Avg. News. Circ.

1985 vs. 1984

		%
1	Nation's Business	206.1
2	Savvy	38.4
3	Success!	14.3
4	Economist/U.S.Ed.	12.9
5	Harvard Business Review	10.0
6	Fortune	2.2
7	Working Woman	2.2
8	BusinessWeek/N.Amer.Ed.	0.6
9	Scientific American	0.5
10	Forbes	0.0
11	Black Enterprise	−0.4
12	Venture	−0.9
13	Barron's	−1.8
14	Crain's Chicago Business	−8.5
15	Inc.	−16.4
16	High Technology	−20.7
17	Financial World	−21.2
18	Frequent Flyer	n/a
19	Industry Week	n/a
20	Dun's Business Month	n/a
21	S. Porter's Pers. Fin.	ne

Net Chg. Avg. News. Circ.

1985 vs. 1984

1	Savvy	6,211
2	Success!	4,997
3	Nation's Business	1,818
4	Economist/U.S.Ed.	986
5	Scientific American	746
6	Fortune	683
7	Working Woman	545
8	Harvard Business Review	426
9	BusinessWeek/N.Amer.Ed.	127
10	Forbes	14
11	Black Enterprise	−54
12	Venture	−210
13	Crain's Chicago Business	−263
14	Financial World	−1,462
15	Barron's	−1,966
16	Inc.	−5,497
17	High Technology	−6,369
18	Industry Week	n/a
19	Dun's Business Month	n/a
20	Frequent Flyer	n/a
21	S. Porter's Pers. Fin.	ne
	Total	732

% Chg. News. Revenue

1985 vs. 1984

		%
1	Nation's Business	221.2
2	Success!	28.6
3	Savvy	24.6
4	Venture	19.8
5	Harvard Business Review	18.6
6	Economist/U.S.Ed.	13.0
7	Fortune	12.7
8	Working Woman	9.5
9	Black Enterprise	5.0
10	Forbes	1.0
11	Scientific American	0.5
12	Crain's Chicago Business	−1.0
13	BusinessWeek/N.Amer.Ed.	−1.4
14	Barron's	−3.7
15	Inc.	−16.4
16	High Technology	−19.2
17	Financial World	−19.7
18	Dun's Business Month	n/a
19	Frequent Flyer	n/a
20	Industry Week	n/a
21	S. Porter's Pers. Fin.	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

The Economist

(U.S. Edition)

The Economist Newspaper Ltd.
10 Rockefeller Plaza, 12th Floor
New York, NY 10020
(212) 541-5730
Year founded: 1843
Published: 51X per year

Editorial Description: The Economist is written for the senior executive with international responsibilities. Each week it analyzes major developments in business, finance and politics around the world. Regular editorial sections include American Survey, World Business, Finance, Europe and Britain. In addition, special editorial sections focus on specific countries, markets and industries.

Member: ABC

Primary SRDS Classification No. C-8

Financial World

The Magazine for Investors

Financial World Partners
1450 Broadway
New York, NY 10018
(212) 869-1616
Year founded: 1902
Published: 26x per year

Editorial Description: Financial World is edited for investment professionals, corporate executives concerned with the investment markets and high net worth investors. It contains news coverage and features on how business and the economy affect investment activities. Articles cover such subjects as the fortunes of individual companies and industries, the investment techniques and activities of pension funds and investment banks, corporate management, Wall Street news and the action on the exchanges. Columns cover such topics as the stock market, futures and commodities, international investing, fixed income instruments and technical investing. In alternate biweekly issues, it publishes a stock guide with stocks and mutual funds.

Member: ABC

Primary SRDS Classification No. C-8

Forbes

Forbes Inc.
60 Fifth Avenue
New York, NY 10011
(212)620-2200
Year founded: 1917
Published: 20X per year

Editorial Description: Forbes is edited for management in U.S. companies, plus professional and private investors in stocks, bonds and other securities. Contains corporate stories, supplemented with tabular statistical documenta-

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Figures are Folio estimates for the calendar year 1985.

BUSINESS & FINANCIAL

Continued

tion. Forbes presents a continuing review of management in big business. Using case histories and intra-industry comparisons, it evaluates management's personality, style and philosophy in meeting the bottom-line challenges of profitability, growth and stock market performance. Each issue features Fact and Comment, Trends, Faces Behind the Figures, Personal Affairs, and a Money and Investments Section.

Member: ABC
Primary SRDS Classification No. C-8

Fortune

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1930
Published: Biweekly

Editorial Description: Fortune is written and edited for management. Fortune provides detailed evaluations of important developments affecting the business community. Articles range from corporation stories to management problems, from national purpose to leisure activities, from science and technology to business personalities. Fortune Forecast reports on the economic outlook; Personal Investing, a review of investment opportunities, and the techniques and theories of investing.

Member: ABC
Primary SRDS Classification No. C-8

Frequent Flyer

Official Airline Guides, Inc.
888 Seventh Avenue
New York, NY 10106
(212) 977-8300
Year founded: 1980
Published: Monthly

Editorial Description: Frequent Flyer is edited for high-income executives and professionals who travel regularly on business. Articles are oriented to service, and focus on airline, hotel and car rental services for business travelers, on developments in cities with high business-travel traffic, and on ideas for coping with frequent travel. Also covered are topics on upper-income lifestyles, personal investments, tax planning and health and fitness.

Primary SRDS Classification No. C-8

Harvard Business Review

Harvard Graduate School of Business
Administration
Soldiers Field
Boston, MA 02163
(617) 495-6182
Year founded: 1922
Published: Bimonthly

Editorial Description: Harvard Business Review publishes articles on a broad range of management topics. Articles can be broadly classified as either expositions of current business practice or designed to stretch the business executive's thinking.

Member: ABC
Primary SRDS Classification No. C-8

High Technology

High Technology Publishing Corporation
38 Commercial Wharf
Boston, MA 02110
(617) 227-4700
Year founded: 1981
Published: Monthly

Editorial Description: High Technology is edited for technical as well as non-technical senior managers and professionals in business, industry, and government. It reports advances in technology and their potential impact on business. Regular monthly departments include: Perspectives and Updates on technology; Investing in high tech companies; insights about technology and policy from industry/government leaders; Microcomputer technology; and Consumer, Industrial, Business, and Military/Aerospace applications.

Member: ABC
Primary SRDS Classification No. C-8

Inc.

The Magazine for Growing Companies

Inc. Publishing Corporation
38 Commercial Wharf
Boston, MA 02110
(617) 227-4700
Year founded: 1979
Published: Monthly

Editorial Description: Inc. Magazine is edited for the owners and executives of small to mid-sized, privately held, growing companies. Inc. dramatises the opportunities, challenges and rewards of building a business. Each month, the magazine showcases original and provocative management approaches in such areas as capital and finance, marketing, and managing people. The magazine also regularly profiles America's leading growth companies, and explores trends that effect small to mid-sized companies. In addition, Inc. strives to help policy-makers in capital markets and government develop an understanding of the critical contribution growth companies make to the vitality of the American economy.

Member: ABC

Primary SRDS Classification No. C-8

Industry Week

Penton Publishing Company
Penton Plaza, 1111 Chester Avenue
Cleveland, OH 44114
(216) 696-7000
Year founded: 1882
Published: 25x per year

Editorial Description: Industry Week is edited for executives in all industries: manufacturing; service and finance; those who inspire the creation of wealth, finance it, manufacture it, distribute it and benefit from it. It interprets the news and covers economic and business trends. It features management techniques, socio-economic issues, finance, technological innovation, and serves as a platform for defense of the free enterprise system. Departments include Memos, Newscope, News Analysis, Emerging Technologies, Economic Trends, Business Trends, Washington.

Member: ABC

Primary SRDS Classification No. C-8

Nation's Business

U.S. Chamber of Commerce
1615 H St. N.W.
Washington, D.C. 20062
(202) 463-5680
Year founded: 1912
Published: Monthly

Editorial Description: Nation's Business is edited for a dynamic sector of American business—small and mid-size companies. A mix of articles tailored to the day-to-day needs of the owners and managers of these growing companies gives them how-to advice on running a business, reports on the latest trends in management and business technology, plus advice from today's successful entrepreneurs and corporate leaders. And our Washington experts keep managers up-to-date on legislative, regulatory and judicial developments affecting their businesses. This combination of managerial advice, business trends and Washington intelligence works to make the manager's job easier—and more profitable.

Member: ABC
Primary SRDS Classification No. C-8

Savvy

Family Media, Inc.
3 Park Avenue
New York, NY 10017
(212) 340-9200
Year founded: 1979
Published: Monthly

Editorial Description: Savvy is a magazine of career development and personal business management for executive women. In a forum of reporting, research and investigatory surveys, Savvy explores the life of business: who and what builds a strong company, how effective teams are created, and what are the factors of personal success.

Member: ABC
Primary SRDS Classification No. C-8

Scientific American

Scientific American, Inc.
415 Madison Avenue
New York, NY 10017
(212) 754-0550
Year founded: 1845
Published: Monthly

Editorial Description: Scientific American is edited for laymen interested in the advancement of knowledge and its impact on society. In text and illustration the magazine reports contemporary work on questions about the larger universe, the earth, biosphere, the processes of life, animal behavior, the human mind and human social organization. The social impact of this work is reflected in articles about technology, medicine and the rational management of human affairs. Regular monthly departments include a news column and a book review section.

Member: BPA
Primary SRDS Classification No. C-43

SUCCESS!

The Magazine for Achievers

Success Magazine Company
342 Madison Avenue
New York, NY 10173
(212) 503-0700
Year founded: 1954; relaunched 1984
Published: 11X per year

Editorial Description: SUCCESS! is a magazine designed to stimulate, encourage and challenge those who seek continuous achievement in their business and personal lives. Each issue applies to attaining personal goals, entrepreneurial activities and management of business affairs.

Member: ABC
Primary SRDS Classification No. C-22

(Continued on page 136)

CITY & REGIONAL

Ad Pages

1	New York	3,151
2	Los Angeles Magazine	2,241
3	Washingtonian	1,972
4	Boston Magazine	1,950
5	Crain's Chicago Business	1,944
6	San Diego Magazine	1,857
7	Sunset	1,837
8	Chicago	1,734
9	Philadelphia Magazine	1,716
10	Texas Monthly	1,640
11	Southern Living	1,588
12	D	1,574
13	Palm Springs Life	1,354
14	San Francisco Focus	1,173
15	Houston Home & Garden	1,077
16	Yankee	948
17	Texas Homes	898
18	California	894
19	Southern Accents	540
20	Arizona Highways	0
	Total	30,088

% Chg. Ad Pages

1985 vs. 1984

		%
1	Crain's Chicago Business	19.2
2	Southern Accents	11.6
3	California	7.2
4	Boston Magazine	6.5
5	Washingtonian	5.7
6	New York	5.6
7	Philadelphia Magazine	5.0
8	Sunset	3.1
9	San Diego Magazine	0.1
10	Southern Living	-0.3
11	Chicago	-2.3
12	D	-3.2
13	Texas Homes	-3.5
14	Texas Monthly	-3.9
15	Yankee	5.0
16	Los Angeles Magazine	-11.4
17	Houston Home & Garden	-13.4
18	Arizona Highways	n/a
19	Palm Springs Life	ne
20	San Francisco Focus	ne

Net Chg. Ad Pages

1985 vs. 1984

1	Crain's Chicago Business	313
2	New York	166
3	Boston Magazine	119
4	Washingtonian	106
5	Philadelphia Magazine	81
6	California	60
7	Southern Accents	56
8	Sunset	55
9	San Diego Magazine	2
10	Southern Living	-4
11	Texas Homes	-33
12	Chicago	-41
13	Yankee	-50
14	D	-52
15	Texas Monthly	-67
16	Houston Home & Garden	-167
17	Los Angeles Magazine	-287
18	Arizona Highways	n/a
19	Palm Springs Life	ne
20	San Francisco Focus	ne
	Total	257

Avg. Ad Pages/Copy

1	Los Angeles Magazine	187
2	Washingtonian	164
3	Boston Magazine	162
4	San Diego Magazine	156
5	Sunset	153
6	Chicago	144
7	Philadelphia Magazine	143
8	Texas Monthly	137
9	Southern Living	132
10	D	131
11	Palm Springs Life	113
12	San Francisco Focus	98
13	Southern Accents	90
14	Houston Home & Garden	90
15	Yankee	79
16	Texas Homes	75
17	California	75
18	New York	63
19	Crain's Chicago Business	37
20	Arizona Highways	0

Ad Revenue

		$000
1	Southern Living	57,774
2	Sunset	47,979
3	New York	38,331
4	Texas Monthly	15,623
5	Los Angeles Magazine	12,910
6	Chicago	10,466
7	Crain's Chicago Business	10,039
8	California	9,153
9	Washingtonian	8,194
10	Boston Magazine	8,154
11	Yankee	7,954
12	Philadelphia Magazine	7,656
13	D	6,572
14	San Diego Magazine	5,423
15	Houston Home & Garden	4,964
16	San Francisco Focus	4,760
17	Palm Springs Life	4,627
18	Texas Homes	3,879
19	Southern Accents	3,233
20	Arizona Highways	0
	Total	267,691

% Chg. Ad Revenue

1985 vs. 1984

		%
1	Crain's Chicago Business	27.9
2	Southern Accents	18.9
3	Boston Magazine	17.3
4	Washingtonian	13.2
5	New York	12.3
6	Philadelphia Magazine	11.8
7	Sunset	11.4
8	D	10.4
9	California	10.3
10	San Diego Magazine	8.9
11	Southern Living	8.3
12	Yankee	7.5
13	Texas Homes	6.4
14	Texas Monthly	2.9
15	Chicago	-0.8
16	Los Angeles Magazine	-2.8
17	Houston Home & Garden	-7.1
18	Arizona Highways	n/a
19	Palm Springs Life	ne
20	San Francisco Focus	ne

Net Chg. Ad Revenue

1985 vs. 1984

		$000
1	Sunset	4,929
2	Southern Living	4,439
3	New York	4,193
4	Crain's Chicago Business	2,191
5	Boston Magazine	1,204
6	Washingtonian	954
7	California	857
8	Philadelphia Magazine	808
9	D	622
10	Yankee	558
11	Southern Accents	514
12	San Diego Magazine	444
13	Texas Monthly	439
14	Texas Homes	235
15	Chicago	-85
16	Los Angeles Magazine	-366
17	Houston Home & Garden	-381
18	Arizona Highways	n/a
19	Palm Springs Life	ne
20	San Francisco Focus	ne
	Total	21,555

Avg. Edit. Pages/Copy

1	San Diego Magazine	142
2	Washingtonian	134
3	Chicago	130
4	Boston Magazine	119
5	Southern Living	117
6	Yankee	106
7	Texas Monthly	104
8	Sunset	102
9	Southern Accents	100
10	Philadelphia Magazine	100
11	New York	97
12	San Francisco Focus	95
13	Palm Springs Life	89
14	D	87
15	California	70
16	Houston Home & Garden	68
17	Texas Homes	64
18	Arizona Highways	42
19	Crain's Chicago Business	27
20	Los Angeles Magazine	ne

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Arizona Highways

State of Arizona, Department of Transportation
2039 West Lewis Avenue
Phoenix, AZ 85009
(602) 258-6641
Year founded: 1925
Published: Monthly

Editorial Description: Arizona Highways magazine explores the natural beauty of Arizona with award-winning photography and articles about the state's history, culture and people.

Boston Magazine

Boston Magazine, Inc.
300 Massachusetts Ave.
Boston, MA 02115
(617) 262-9700
Year founded: 1971
Published: Monthly

Editorial Description: Boston Magazine is edited for people in the greater metropolitan area who care about their city. Every month, it offers topical coverage of the pressing controversial issues confronting the area—its politics, its life styles, its business trends, its youth scene and its shifting sociological currents. Also included are critical reviews of the cultural, sports and entertainment scenes. Articles investigate theater and transportation, fashion and finance, dining and travel.

Member: ABC

Primary SRDS Classification No. C-30A

California

California Magazine, Ltd.
11601 Wilshire Boulevard, Suite 1800
Los Angeles, CA 90025
(213) 479-6511
Year founded: 1976
Published: Monthly

Editorial Description: California is a magazine about California and what it has to offer. Editorial concerns its diversity, abundant resources, physical beauty, creativity, and its occasional outrages. It charts the history of California for its residents.

Member: ABC

Primary SRDS Classification No. C-30A

Chicago

WFMT, Inc.
303 East Wacker Drive
Chicago, IL 60601
(312) 565-5000
Year founded: 1952
Published: Monthly

Editorial Description: Chicago is edited for active, concerned Chicago area residents interested in the community's quality of life. In-depth articles deal with community issues, politics, arts, events, and personalities. Interviews with ▶

Figures are Folio estimates for the calendar year 1985.

CITY & REGIONAL

Continued

Average Circulation

1	Southern Living	2,308,055
2	Sunset	1,398,618
3	Yankee	997,570
4	New York	441,701
5	Arizona Highways	404,905
6	California	299,998
7	Texas Monthly	285,082
8	Chicago	220,557
9	Southern Accents	206,562
10	San Francisco Focus	172,384
11	Los Angeles Magazine	166,649
12	Philadelphia Magazine	153,076
13	Washingtonian	140,425
14	Boston Magazine	131,498
15	Houston Home & Garden	85,145
16	Texas Homes	83,863
17	D	80,262
18	San Diego Magazine	60,097
19	Crain's Chicago Business	46,854
20	Palm Springs Life	15,685
	Total	**7,698,986**

% Chg. Avg. Circ.

1985 vs. 1984		%
1	Southern Accents	16.2
2	Boston Magazine	10.2
3	California	9.7
4	Philadelphia Magazine	5.6
5	San Diego Magazine	5.3
6	Yankee	4.5
7	Washingtonian	3.4
8	Southern Living	2.3
9	New York	1.1
10	Los Angeles Magazine	1.0
11	Sunset	0.4
12	Crain's Chicago Business	0.1
13	Arizona Highways	−0.6
14	Texas Homes	−0.9
15	Houston Home & Garden	−0.9
16	Chicago	−1.1
17	D	−1.1
18	Texas Monthly	−1.3
19	San Francisco Focus	ne
20	Palm Springs Life	ne

Net Chg. Avg. Circ.

1985 vs. 1984		
1	Southern Living	52,506
2	Yankee	42,629
3	Southern Accents	28,819
4	California	26,491
5	Boston Magazine	12,218
6	Philadelphia Magazine	8,118
7	Sunset	5,281
8	New York	4,922
9	Washingtonian	4,564
10	San Diego Magazine	3,050
11	Los Angeles Magazine	1,688
12	Crain's Chicago Business	63
13	Texas Homes	−720
14	Houston Home & Garden	−785
15	D	−870
16	Chicago	−2,354
17	Arizona Highways	−2,488
18	Texas Monthly	−3,824
19	Palm Springs Life	ne
20	San Francisco Focus	ne
	Total	**179,308**

Avg. Total Pages/Copy

ad pages + edit. pages		
1	Washingtonian	298
2	San Diego Magazine	296
3	Boston Magazine	282
4	Chicago	274
5	Sunset	255
6	Southern Living	249
7	Philadelphia Magazine	243
8	Texas Monthly	241
9	D	218
10	Palm Springs Life	201
11	San Francisco Focus	193
12	Southern Accents	190
13	Yankee	185
14	New York	160
15	Houston Home & Garden	158
16	California	144
17	Texas Homes	139
18	Crain's Chicago Business	64
19	Arizona Highways	42
20	Los Angeles Magazine	ne

Total Revenue

ad rev. + circ. rev.		$000
1	Southern Living	100,633
2	Sunset	62,923
3	New York	52,750
4	Yankee	22,333
5	Texas Monthly	20,041
6	Los Angeles Magazine	16,020
7	Chicago	13,590
8	California	11,956
9	Crain's Chicago Business	11,522
10	Washingtonian	10,904
11	Boston Magazine	9,901
12	Philadelphia Magazine	9,765
13	D	7,663
14	Southern Accents	7,175
15	San Diego Magazine	6,286
16	Houston Home & Garden	6,232
17	San Francisco Focus	5,707
18	Arizona Highways	5,597
19	Texas Homes	5,340
20	Palm Springs Life	5,219
	Total	**391,557**

% Chg. Total Revenue

1985 vs. 1984		%
1	Crain's Chicago Business	25.1
2	Boston Magazine	17.8
3	Southern Accents	16.9
4	Washingtonian	10.9
5	Southern Living	10.7
6	Philadelphia Magazine	10.6
7	New York	10.4
8	California	9.4
9	Sunset	8.1
10	D	8.0
11	San Diego Magazine	7.9
12	Yankee	7.8
13	Texas Homes	4.8
14	Texas Monthly	2.0
15	Chicago	−1.7
16	Los Angeles Magazine	−3.0
17	Houston Home & Garden	−5.1
18	Arizona Highways	−8.9
19	Palm Springs Life	ne
20	San Francisco Focus	ne

Subscription Revenue

		$000
1	Southern Living	38,168
2	Sunset	13,240
3	Yankee	13,094
4	New York	10,741
5	Arizona Highways	4,713
6	Texas Monthly	3,311
7	Southern Accents	2,707
8	Chicago	2,493
9	California	2,384
10	Washingtonian	1,662
11	Los Angeles Magazine	1,652
12	Philadelphia Magazine	1,390
13	Crain's Chicago Business	1,324
14	Boston Magazine	1,130
15	Texas Homes	1,085
16	Houston Home & Garden	891
17	San Francisco Focus	837
18	D	757
19	San Diego Magazine	587
20	Palm Springs Life	169
	Total	**102,335**

% Chg. Sub. Revenue

1985 vs. 1984		%
1	Boston Magazine	19.9
2	Southern Accents	16.3
3	Southern Living	13.6
4	Crain's Chicago Business	10.4
5	California	10.2
6	Yankee	9.8
7	Philadelphia Magazine	6.8
8	Los Angeles Magazine	6.0
9	New York	4.4
10	San Diego Magazine	3.8
11	D	3.8
12	Houston Home & Garden	2.9
13	Washingtonian	2.7
14	Texas Monthly	0.9
15	Sunset	−2.2
16	Texas Homes	−2.9
17	Chicago	−5.2
18	Arizona Highways	−11.4
19	Palm Springs Life	ne
20	San Francisco Focus	ne

ne = not estimated

MAGAZINE PROFILES

interesting and important Chicagoans often appear. Regular features include critical columns on restaurants, film, theatre, rpots, the fine and lively arts, books, sports, and travel. Art and photography are richly employed. Award-winning fiction is regularly published. Each issue contains capsule critiques of 200 recommended restaurants and of current films and plays; information about a thousand things to do and see around Chicago, and the programs of Chicago's fine arts radio station (WFMT) and public television station (WTTW). Special features appear periodically on home entertaining, audio and video, home furnishings, and fashion. Special issues are devoted to such subjects as "The Best of Chicago" and "Chicago's Hidden Treasures."

Member: ABC

Primary SRDS Classification No. C-30A

Crain's Chicago Business

Crain Communications Inc.
740 Rush Street
Chicago, IL 60611
(312) 649-5370
Year founded: 1978
Published: Weekly

Editorial Description: Crain's Chicago Business is edited for business persons in the metropolitan Chicago area. The majority of editorial content concerns news stories about various aspects of business and labor activity in the Chicago market. Also contains a special section dealing with the leisure time and entertainment interests of business persons. In addition, the publication offers a number of regular columns on politics, advertising and marketing, real estate and business management.

Member: ABC

Primary SRDS Classification No. C-20A

D

Southwest Media Corporation
3988 North Central Expressway, Suite 1200
Dallas, TX 75204
(214) 827-5000
Year founded: 1974
Published: Monthly

Editorial Description: D Magazine is a contemporary metropolitan magazine edited for residents of Dallas and Fort Worth. In addition to investigative reporting and in-depth interviews, D Magazine contains articles on finance, politics, fashion, sports, interior design and Dallas-Fort Worth lifestyles. Regular features include an entertainment guide, and dining reviews.

Member: ABC

Primary SRDS Classification No. C-30A

Houston Home & Garden

City Home Publishing, Inc.
5615 Kirby Drive, Suite 600
P.O. Box 25386
Houston, TX 77006
(713) 524-3000
Year founded: 1974
Published: Monthly

▶

Figures are FOLIO estimates for the calendar year 1985.

CITY & REGIONAL

Continued

Avg. Subscription Circ.

1	Southern Living	2,151,682
2	Sunset	1,303,913
3	Yankee	927,148
4	New York	400,827
5	Arizona Highways	362,783
6	California	282,525
7	Texas Monthly	238,955
8	Chicago	198,020
9	San Francisco Focus	167,387
10	Southern Accents	155,104
11	Philadelphia Magazine	122,343
12	Los Angeles Magazine	112,652
13	Boston Magazine	105,131
14	Washingtonian	95,617
15	Houston Home & Garden	71,939
16	Texas Homes	71,332
17	D	65,979
18	San Diego Magazine	48,583
19	Crain's Chicago Business	38,088
20	Palm Springs Life	7,690
	Total	6,927,[illegible]

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	Southern Accents	17.9
2	California	11.2
3	Boston Magazine	9.4
4	Los Angeles Magazine	9.4
5	San Diego Magazine	7.1
6	Philadelphia Magazine	5.6
7	Yankee	5.5
8	Crain's Chicago Business	4.3
9	D	3.9
10	Southern Living	2.0
11	Washingtonian	1.6
12	New York	1.3
13	Houston Home & Garden	1.2
14	Arizona Highways	0.0
15	Sunset	0.0
16	Texas Monthly	−0.3
17	Chicago	−0.4
18	Texas Homes	−2.9
19	Palm Springs Life	ne
20	San Francisco Focus	ne

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	Yankee	48,465
2	Southern Living	42,265
3	California	28,434
4	Southern Accents	23,495
5	Los Angeles Magazine	9,658
6	Boston Magazine	9,014
7	Philadelphia Magazine	6,447
8	New York	5,254
9	San Diego Magazine	3,229
10	D	2,494
11	Crain's Chicago Business	1,574
12	Washingtonian	1,518
13	Houston Home & Garden	854
14	Arizona Highways	50
15	Sunset	−123
16	Texas Monthly	−769
17	Chicago	−838
18	Texas Homes	−2,118
19	Palm Springs Life	ne
20	San Francisco Focus	ne
	Total	178,903

Newsstand Revenue

		$000
1	Southern Living	4,891
2	New York	3,679
3	Sunset	1,705
4	Los Angeles Magazine	1,458
5	Yankee	1,284
6	Southern Accents	1,235
7	Texas Monthly	1,107
8	Washingtonian	1,049
9	Arizona Highways	885
10	Philadelphia Magazine	719
11	Chicago	630
12	Boston Magazine	617
13	Palm Springs Life	423
14	California	419
15	Houston Home & Garden	377
16	Texas Homes	376
17	D	334
18	San Diego Magazine	276
19	Crain's Chicago Business	158
20	San Francisco Focus	110
	Total	21,532

Avg. Newsstand Circ.

1	Southern Living	156,374
2	Sunset	94,705
3	Yankee	70,422
4	Los Angeles Magazine	53,998
5	Southern Accents	51,459
6	Texas Monthly	46,128
7	Washingtonian	44,809
8	Arizona Highways	42,122
9	New York	40,874
10	Philadelphia Magazine	30,734
11	Boston Magazine	26,367
12	Chicago	22,538
13	California	17,473
14	D	14,283
15	Houston Home & Garden	13,206
16	Texas Homes	12,531
17	San Diego Magazine	11,514
18	Palm Springs Life	7,995
19	San Francisco Focus	4,998
20	Crain's Chicago Business	2,821
	Total	765,351

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	Boston Magazine	13.8
2	Texas Homes	12.6
3	Southern Accents	11.5
4	Washingtonian	7.3
5	Southern Living	7.1
6	Sunset	6.1
7	Philadelphia Magazine	5.8
8	New York	−0.8
9	San Diego Magazine	−1.5
10	Arizona Highways	−5.7
11	Texas Monthly	−6.2
12	Chicago	−6.3
13	Yankee	−7.7
14	Crain's Chicago Business	−8.5
15	California	−10.0
16	Houston Home & Garden	−11.0
17	Los Angeles Magazine	−12.9
18	D	−19.1
19	Palm Springs Life	ne
20	San Francisco Focus	ne

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	Southern Living	10,332
2	Sunset	5,403
3	Southern Accents	5,324
4	Boston Magazine	3,203
5	Washingtonian	3,046
6	Philadelphia Magazine	1,672
7	Texas Homes	1,399
8	San Diego Magazine	−179
9	Crain's Chicago Business	−263
10	New York	−332
11	Chicago	−1,517
12	Houston Home & Garden	−1,639
13	California	−1,943
14	Arizona Highways	−2,538
15	Texas Monthly	−3,056
16	D	−3,364
17	Yankee	−5,837
18	Los Angeles Magazine	−7,970
19	Palm Springs Life	ne
20	San Francisco Focus	ne
	Total	1,741

% Chg. News. Revenue

	1985 vs. 1984	%
1	Boston Magazine	21.2
2	Southern Living	19.0
3	Southern Accents	13.0
4	Texas Homes	12.5
5	New York	10.2
6	Washingtonian	7.3
7	Arizona Highways	7.2
8	Sunset	6.1
9	Houston Home & Garden	5.9
10	Philadelphia Magazine	5.8
11	Crain's Chicago Business	−1.0
12	San Diego Magazine	−1.7
13	Chicago	−2.9
14	Texas Monthly	−6.2
15	Yankee	−7.7
16	California	−10.0
17	Los Angeles Magazine	−12.9
18	D	−19.1
19	Palm Springs Life	ne
20	San Francisco Focus	ne

ne = not estimated

MAGAZINE PROFILES

Editorial Description: Houston Home & Garden is an upscale local shelter and lifestyle magazine for the Houston market. Columns include art, travel, in shape, design, dining in, etc. The main editorial features homes, landscaping and entertainment ideas.

Member: ABC

Primary SRDS Classification No. C-24

Los Angeles Magazine

Los Angeles Magazines, Inc.
1888 Century Park East #920
Los Angeles, CA 90067
(213) 557-7592
Year founded: 1961
Published: Monthly

Editorial Description: Los Angeles Magazine is a guide to getting the most out of life in the Southern California area. It reports and comments on local problems and pleasures; trends and provocative new ideas; emerging personalities and life styles, and on the people and events shaping or affecting the reader's environment. It previews or critiques restaurants, theater, entertainment, weekend trips and vacations; TV and films; sports, art, books, leisure activities and worthwhile events.

Member: ABC

Primary SRDS Classification No. C-30A

New York

Murdoch Magazines
755 2nd Avenue
New York, NY 10017
(212) 880-0700
Year founded: 1968
Published: 50x per year

Editorial Description: New York Magazine is edited for those interested in critical examination of contemporary ideas. New York deals regularly with such subjects as politics, business, psychology, literature, the fine arts, entertainment, home furnishings, food, wine, fashion—and a broad range of subjects.

Member: ABC

Primary SRDS Classification No. C-36A

Palm Springs Life

Desert Publications, Inc.
303 N. Indian Ave.
Palm Springs, CA 92262
(619) 325-2333
Year founded: 1946
Published: Monthly

Editorial Description: Palm Springs Life and Guide are edited for the cosmopolitan resident and vacationer of the desert resort area. Editorial content covers the social and economic life of the community it serves. In addition to in-depth articles geared to the interest of country club members, the cultural scene is also reported. Golf and other participant sports are covered. Emphasis is placed on the concept of photo journalism. Local editorials, business news and travel news are carried in regular departments.

Primary SRDS Classification No. C-30A

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Figures are Folio estimates for the calendar year 1985.

Philadelphia Magazine

Philadelphia Magazine, Inc.
1500 Walnut Street
Philadelphia, PA 19102
(215) 545-3500
Year founded: 1908
Published: Monthly

Editorial Description: Philadelphia Magazine is edited for the area's community leaders and their families. It provides topical, in-depth reports on crucial and controversial issues confronting the region, plus critical reviews of the cultural, sports and entertainment scene. Articles from law enforcement to fashion, voting trends to travel, transportation to theatre, also background studies of the area's newsmakers.

Member: ABC

Primary SRDS Classification No. C-30A

San Diego Magazine

San Diego Magazine
Publishing Company, Inc.
4206 W. Point Loma Blvd.
P.O. Box 85409
San Diego, CA 92138
(619) 225-8953
Year founded: 1948
Published: Monthly

Editorial Description: San Diego Magazine is a general interest city review published to examine critically the cultural, aesthetic, political and civic issues, affairs and problems of San Diego County and California. It publishes articles, criticism, photography, opinions and ideas in the fields of city planning, politics, art, literature, theatre, music, sports, architecture, fashion, travel and resorts, industry and education. Its "What's Doing" and "Dining Out" columns provide a selective guide to the area's cultural, social and sporting events and to the area's entertainment and dining out establishments. Its travel articles emphasize cruises and travel in Europe, Mexico, Central America and the Pacific Islands.

Member: ABC

Primary SRDS Classification No. C-30A

San Francisco Focus

KQED, Inc.
680 Eighth Street
San Francisco, CA 94103
(415) 553-2800
Year founded: 1968
Published: Monthly

Editorial Description: San Francisco Focus covers the people and the issues, the arts and entertainment that are vital to San Francisco. Includes regular editorial coverage of fashion, food, home interiors, and travel with monthly coverage of restaurants, film, performing arts and visual arts.

Member: ABC

Primary SRDS Classification No. C-30A

Southern Accents

Southern Accents, Inc.
820 Shades Creek Parkway
P.O. Box 10411
Birmingham, AL 35201
(205) 877-6000
Year founded: 1977
Published: Bimonthly

Editorial Description: Southern Accents is edited for those who recognize and appreciate the gracious lifestyle of the South. Each issue features the interiors and gardens of fine Southern residences. Departments on antiques, period furniture, gardens and the arts are regular features.

Member: ABC

Primary SRDS Classification No. C-24

Southern Living

Southern Living, Inc.
820 Shades Creek Parkway
P.O. Box 523
Birmingham, AL 35201
(205) 877-6000
Year founded: 1966
Published: Monthly

Editorial Description: Southern Living is edited for, and concerns the tastes and interests of contemporary Southerners. The magazine regularly traces developments in the areas of travel and recreation, homes and building, gardening and landscaping, and food and entertaining.

Member: ABC

Primary SRDS Classification No. C-24

Sunset

Lane Publishing Co.
80 Willow Road
Menlo Park, CA 94025
(415) 321-3600
Year founded: 1898
Published: Monthly

Editorial Description: Sunset, The Magazine of Western Living is published for the 13 Western states, including Hawaii. It is a "how-to-do-it" guide covering the areas of travel; food and entertaining; home and building; remodeling and maintenance; and gardening. It is published in four editorial zone editions so that contents may be localized within the Western region it serves.

Member: ABC

Primary SRDS Classification No. C-24

Texas Homes

Southwest Media Corporation
3988 N. Central Expressway, Suite 1200
Dallas, TX 75204
(214) 827-5000
Year founded: 1977
Published: Monthly

Editorial Description: Texas Homes is a magazine of fine interiors for the Southwest. Each issue highlights homes, new trends in design, decorating, home furnishings and art. Editorial regular features include pictorial tours of custom and historic homes, gardens, architecture, art and design.

Member: ABC

Primary SRDS Classification No. C-30A

Texas Monthly

Texas Monthly, Inc.
P.O. Box 1569
Austin, TX 78767
(512) 476-7085
Year founded: 1973
Published: Monthly

Editorial Description: Texas Monthly is edited for the urban Texas audience and covers the state's politics, sports, business, culture and changing lifestyles. It contains lengthy feature articles, reviews and interviews; it presents critical analysis of popular books, movies and plays including regular entertainment throughout the state.

Member: ABC

Primary SRDS Classification No. C-30A

The Washingtonian

Washington Magazine, Inc.
1828 L Street, N.W. #200
Washington, DC 20036
(202) 296-3600
Year founded: 1965
Published: Monthly

Editorial Description: The Washingtonian Magazine is edited for the educated, active residents of the Washington, D.C. area. It features photography and in-depth articles about both the federal city of Washington and the metropolitan area surrounding the District of Columbia. Regular columns cover dining out, wine, real estate, money, people, movies, beauty, fashion, antiques, shopping, sports, travel, the arts; there is a monthly calendar of things to do and places to go.

Member: ABC

Primary SRDS Classification No. C-30A

Yankee

Yankee Publishing Inc.
33 Union St.
Boston, MA 02158
(617) 723-4309
Year founded: 1935
Published: Monthly

Editorial Description: Yankee is written for people who love New England's traditions and values. Yankee publishes New England humor, practical articles, photo essays, fiction, poetry and personalities. Regular service departments include travel and traveller's tips, cooking, food and recipes, shopping, small businesses, craftsmanship, advice on buying and repairing homes, and book reviews.

Member: ABC

Primary SRDS Classification No. C-22

Figures are FOLIO estimates for the calendar year 1985.

COMPUTING

Ad Pages

1	PC Magazine	4,528
2	Byte	3,613
3	PC World	2,516
4	Personal Computing	1,791
5	InfoWorld	1,616
6	A+	1,401
7	Macworld	1,341
8	Compute!'s Gazette	844
9	Run	713
10	Compute!	602
11	Family Computing	489
	Total	19,454

% Chg. Ad Pages

1985 vs. 1984		%
1	Personal Computing	−6.2
2	PC World	−7.2
3	Byte	−7.7
4	PC Magazine	−19.5
5	Compute!'s Gazette	−19.6
6	Family Computing	−29.6
7	InfoWorld	−30.7
8	Compute!	−37.7
9	Macworld	ne
10	Run	ne
11	A+	ne

Net Chg. Ad Pages

1985 vs. 1984		
1	Personal Computing	−119
2	PC World	−195
3	Family Computing	−206
4	Compute!'s Gazette	−206
5	Byte	−301
6	Compute!	−364
7	InfoWorld	−716
8	PC Magazine	−1,099
9	A+	ne
10	Run	ne
11	Macworld	ne
	Total	−3,206

Avg. Ad Pages/Copy

1	Byte	278
2	PC World	210
3	PC Magazine	174
4	Personal Computing	149
5	A+	117
6	Macworld	103
7	Compute!'s Gazette	70
8	Run	59
9	Compute!	50
10	Family Computing	41
11	InfoWorld	32

Ad Revenue

		$000
1	PC Magazine	35,000
2	Byte	26,274
3	PC World	22,631
4	Personal Computing	17,000
5	Macworld	8,236
6	A+	7,369
7	InfoWorld	7,265
8	Family Computing	4,481
9	Compute!	4,188
10	Compute!'s Gazette	3,577
11	Run	2,679
	Total	138,700

% Chg. Ad Revenue

1985 vs. 1984		%
1	PC World	14.3
2	PC Magazine	13.3
3	Byte	0.6
4	InfoWorld	−4.0
5	Personal Computing	−6.8
6	Compute!'s Gazette	−11.6
7	Family Computing	−27.3
8	Compute!	−31.4
9	Run	ne
10	A+	ne
11	Macworld	ne

Net Chg. Ad Revenue

1985 vs. 1984		$000
1	PC Magazine	4,112
2	PC World	2,825
3	Byte	165
4	InfoWorld	−304
5	Compute!'s Gazette	−468
6	Personal Computing	−1,245
7	Family Computing	−1,681
8	Compute!	−1,921
9	Run	ne
10	Macworld	ne
11	A+	ne
	Total	1,483

Avg. Edit. Pages/Copy

1	Byte	195
2	Compute!'s Gazette	161
3	PC Magazine	145
4	PC World	132
5	Personal Computing	103
6	A+	91
7	Compute!	86
8	Run	83
9	Macworld	69
10	Family Computing	62
11	InfoWorld	35

▶

ne = not estimated

MAGAZINE PROFILES

A+

The Independent Guide for Apple Computing

Ziff-Davis Publishing Company
One Park Avenue
New York, NY 10016
(212) 503-5105
Year founded: 1983
Published: Monthly

Editorial Description: A+ is edited for the application-oriented owner, user, buyer of any Apple microcomputer. Editorial covers subjects for both professional and home use, including entertainment. Each issue includes new product evaluations as well as new applications and uses.

Member: BPA

Primary SRDS Classification No. C-10A

BYTE

The Small Systems Journal

McGraw-Hill Information Systems Company—
Computers & Communications Group
70 Main Street
Peterborough, NH 03458
(603) 924-9281
Year founded: 1975
Published: 13x per year

Editorial Description: BYTE is a magazine edited for knowledgeable microcomputer owners and users for both business and personal applications. BYTE explores a different theme each month in depth and also provides a variety of feature articles that emphasize new technology, describe innovative applications of personal computers, and give previews of major new hardware and software products. Reviews provide formal appraisal of machines, peripherals, languages, applications programs, programming tools and operating systems.

Member: ABC

Primary SRDS Classification No. C-10A

COMPUTE!

COMPUTE! Publications, Inc.
324 W. Wendover Avenue, Suite 200
P.O. Box 5406 (Zip Code 27403)
Greensboro, NC 27408
(919) 275-9809
Year founded: 1979
Published: Monthly

Editorial Description: COMPUTE! is devoted to the application of personal computers in home, educational and other consumer settings. Edited for users and others ranging from novice to advanced. Content centers on personal computer products from Atari, Inc.; Apple, Inc.; Commodore Business Machines, Inc.; IBM and other consumer computer manufacturers. Regular features include "The World Inside the Computer," edited for parents and children with computers; "Telecommunications," exploring use of personal computers in larger networks; "Computers and Society," exploring present and future impact of personal computers on society; articles and computer programs devoted to use and application in home, educational and business; scientific environments.

Member: ABC

Primary SRDS Classification No. C-10A

COMPUTE!'s Gazette

COMPUTE! Publications, Inc.
324 W. Wendover Avenue, Suite 200
P.O. Box 5406 (Zip Code 27403)
Greensboro, NC 27408
(919) 275-9809
Year founded: 1983
Published: Monthly

Editorial Description: COMPUTE!'s Gazette is a monthly magazine specifically edited for owners and users of Commodore personal computers. Designed for beginning to intermediate users, monthly features include columns, reader feedback, tutorials on programming and computer use, product reviews, and ready-to-type listings of games, home applications and educational programs.

Member: ABC

Primary SRDS Classification No. C-10A

Figures are Folio estimates for the calendar year 1985.

COMPUTING

Continued

Average Circulation

1	Personal Computing	533,748
2	Family Computing	402,780
3	Byte	388,586
4	Compute!	361,228
5	Compute!'s Gazette	299,856
6	PC World	283,846
7	PC Magazine	266,618
8	Run	183,961
9	A+	183,276
10	Macworld	149,425
11	InfoWorld	148,904
	Total	3,202,228

% Chg. Avg. Circ.

	1985 vs. 1984	%
1	PC Magazine	65.9
2	InfoWorld	26.6
3	PC World	21.8
4	Family Computing	15.3
5	Compute!'s Gazette	9.8
6	Compute!	4.7
7	Personal Computing	−2.2
8	Byte	−2.5
9	Macworld	ne
10	A+	ne
11	Run	ne

Net Chg. Avg. Circ.

	1985 vs. 1984	
1	PC Magazine	105,921
2	Family Computing	53,321
3	PC World	50,828
4	InfoWorld	31,281
5	Compute!'s Gazette	26,713
6	Compute!	16,081
7	Byte	−9,855
8	Personal Computing	−11,935
9	A+	ne
10	Macworld	ne
11	Run	ne
	Total	262,355

Avg. Total Pages/Copy

	ad pages + edit. pages	
1	Byte	473
2	PC World	341
3	PC Magazine	319
4	Personal Computing	252
5	Compute!'s Gazette	232
6	A+	208
7	Macworld	172
8	Run	143
9	Compute!	137
10	Family Computing	102
11	InfoWorld	67

Total Revenue

	ad rev. + circ. rev.	$000
1	PC Magazine	43,012
2	Byte	36,694
3	PC World	28,206
4	Personal Computing	24,516
5	Macworld	13,193
6	Compute!	12,954
7	Compute!'s Gazette	11,762
8	A+	10,867
9	InfoWorld	10,821
10	Family Computing	10,081
11	Run	7,327
	Total	209,433

% Chg. Total Revenue

	1985 vs. 1984	%
1	PC Magazine	15.3
2	PC World	10.3
3	Compute!'s Gazette	3.9
4	InfoWorld	2.7
5	Byte	−1.0
6	Personal Computing	−7.4
7	Family Computing	−9.6
8	Compute!	−16.3
9	A+	ne
10	Macworld	ne
11	Run	ne

Subscription Revenue

		$000
1	Byte	6,204
2	Personal Computing	5,891
3	PC Magazine	5,668
4	Compute!	4,222
5	Family Computing	3,853
6	Compute!'s Gazette	3,840
7	PC World	3,423
8	InfoWorld	2,923
9	Run	2,126
10	A+	1,883
11	Macworld	1,764
	Total	41,797

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	PC Magazine	126.0
2	Compute!'s Gazette	38.9
3	InfoWorld	33.5
4	PC World	30.7
5	Compute!	28.7
6	Family Computing	16.9
7	Byte	1.5
8	Personal Computing	−3.8
9	A+	ne
10	Macworld	ne
11	Run	ne

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ne = not estimated

MAGAZINE PROFILES

Family Computing

Scholastic Inc.
730 Broadway
New York, NY 10003
(212) 505-3585
Year founded: 1983
Published: Monthly

Editorial Description: Family Computing is aimed at consumers who have adapted computing into their lifestyles. There is an emphasis on home office applications, which includes bringing work home from the office and operating a business at home. Other key applications are personal finance, productivity, education and entertainment. Regular features include buyer's guides, with comprehensive comparisons, and new hardware previews. Each month the Software Guide and Software Reviews rate two dozen home management/business, educational, and entertainment programs. Other articles include the experiences of actual personal computer owners, home and money management techniques, and tips on telecomputing. Plus, in every issue, Family Computing presents original programs for major computer brands.

Member: ABC
Primary SRDS Classification No. C-10A

InfoWorld

The Newspaper for the Microcomputing Community

Popular Computing, Inc.
1060 Marsh Road, Suite C-200
Menlo Park, CA 94025
(415) 328-4602
Year founded: 1979
Published: 50X per year

Editorial Description: InfoWorld is a newsweekly about the personal computer industry. InfoWorld reports on the news, provides new product information, reviews new products, analyses the trends and provides authoritative "insider" information to microcomputer users who have a professional need to know about personal computing.

Member: ABC

SRDS Classification Numbers: C-36A, B-5A

Macworld

PC World Communications, Inc.
555 De Haro St.
San Francisco, CA 94107
(415) 648-6712
Year founded: 1984
Published: 13X per year

Editorial Description: Macworld is published for owners and potential buyers of the Macintosh computer. Macworld is divided into four principal sections: news, features, departments, and reviews. Each issue provides new product information, how to information, and solutions for applications. Editorial scope extends from beginning users to advanced Macintosh users.
Member: BPA
Primary SRDS Classification No. C-10A

PC Magazine

The Independent Guide to IBM Personal Computers

Ziff-Davis Publishing Company
One Park Avenue
New York, NY 10016
(212) 503-5100

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Figures are Folio estimates for the calendar year 1985.

COMPUTING

Continued

Avg. Subscription Circ.

1	Personal Computing	486,217
2	Family Computing	343,584
3	Byte	296,677
4	PC Magazine	236,080
5	Compute!	232,864
6	PC World	223,028
7	Compute!'s Gazette	177,141
8	InfoWorld	141,677
9	A+	137,730
10	Run	112,752
11	Macworld	87,252
	Total	2,473,982

% Chg. Avg. Sub. Circ.

1985 vs. 1984

		%
1	PC Magazine	119.2
2	PC World	49.7
3	Compute!	34.7
4	Compute!'s Gazette	32.9
5	InfoWorld	31.1
6	Family Computing	20.2
7	Personal Computing	1.4
8	Byte	1.1
9	Macworld	ne
10	A+	ne
11	Run	ne

Net Chg. Avg. Sub. Circ.

1985 vs. 1984

1	PC Magazine	128,369
2	PC World	74,053
3	Compute!	59,953
4	Family Computing	57,712
5	Compute!'s Gazette	43,832
6	InfoWorld	33,639
7	Personal Computing	6,641
8	Byte	3,225
9	Macworld	ne
10	A+	ne
11	Run	ne
	Total	407,424

Newsstand Revenue

		$000
1	Compute!	4,544
2	Compute!'s Gazette	4,346
3	Byte	4,217
4	Macworld	3,193
5	Run	2,521
6	PC Magazine	2,344
7	PC World	2,153
8	Family Computing	1,747
9	Personal Computing	1,625
10	A+	1,614
11	InfoWorld	632
	Total	28,936

Avg. Newsstand Circ.

1	Compute!	128,364
2	Compute!'s Gazette	122,755
3	Byte	91,889
4	Run	71,210
5	Macworld	62,173
6	PC World	60,818
7	Family Computing	59,196
8	Personal Computing	48,531
9	A+	45,546
10	PC Magazine	30,558
11	InfoWorld	7,227
	Total	728,267

% Chg. Avg. News. Circ.

1985 vs. 1984

		%
1	Family Computing	-6.9
2	Compute!'s Gazette	-12.2
3	Byte	-12.5
4	PC World	-14.9
5	InfoWorld	-24.6
6	Compute!	-25.5
7	Personal Computing	-27.7
8	PC Magazine	-42.3
9	A+	ne
10	Run	ne
11	Macworld	ne

Net Chg. Avg. News. Circ.

1985 vs. 1984

1	InfoWorld	-2,358
2	Family Computing	-4,392
3	PC World	-10,669
4	Byte	-13,081
5	Compute!'s Gazette	-17,119
6	Personal Computing	-18,575
7	PC Magazine	-22,448
8	Compute!	-43,872
9	Run	ne
10	A+	ne
11	Macworld	ne
	Total	-132,514

% Chg. News. Revenue

1985 vs. 1984

		%
1	Family Computing	2.7
2	Compute!'s Gazette	-3.8
3	Byte	-12.7
4	InfoWorld	-18.2
5	Personal Computing	-23.3
6	Compute!	-25.5
7	PC World	-31.5
8	PC Magazine	-40.0
9	A+	ne
10	Run	ne
11	Macworld	ne

ne = not estimated

MAGAZINE PROFILES

Year founded: 1981
Published: Biweekly

Editorial Description: PC Magazine is for active buyers of IBM/MS DOS standard microcomputers, software, peripherals and accessories. PC Magazine is written to promote enhanced business productivity through the use of spreadsheets, database management, graphics, accounting, communications, networks and other applications. Major elements of the magazine include extensive comparative product reviews, applications stories, news analysis, new product announcements, and columns.

Member: BPA

Primary SRDS Classification No. C-10A

PC World

PC World Communications, Inc.
555 De Haro Street
San Francisco, CA 94107
(415) 861-3861
Year founded: 1982
Published: Monthly

Editorial Description: PC World is the personal computer magazine for users of IBM-standard personal computers. Written for both technical and non-technical readers, its content covers state-of-the-art developments, software and hardware reviews, user profiles and general news of interest to the PC community.

Member: BPA

Primary SRDS Classification No. C-10A

Personal Computing

Hayden Publishing Company, Inc.
10 Mulholland Drive
Hasbrouck Heights, NJ 07604
(201) 393-6165
Published: Monthly

Editorial Description: Personal Computing has an editorial content designed to serve people whose curiosity about the benefits of personal computer use is developing into serious interest and active involvement. Articles and features serve that level of interest and involvement without demanding years of experience or advanced knowledge of the technology.

Member: ABC

Primary SRDS Classification No. C-10A

RUN

The Commodore C-128/C-64 Home Computing Guide

CW Communications/Peterborough
80 Pine Street
Peterborough, NH 03458
(603) 924-9471
Year founded: 1984
Published: Monthly

Editorial Description: RUN is a Home User's Guide to Commodore Computing. Run emphasizes the fun of computing, while exploring the possibilities of the Commodore systems. Run published reviews, tutorials, applications, programs, hints and modifications.

Member: ABC

Primary SRDS Classification No. C-10A

CULINARY

Ad Pages

1	Gourmet	1,142
2	Bon Appetit	1,114
3	Food & Wine	631
	Total	2,887

% Chg. Ad Pages

	1985 vs. 1984	%
1	Food & Wine	24.6
2	Gourmet	14.8
3	Bon Appetit	−0.2

Net Chg. Ad Pages

	1985 vs. 1984	
1	Gourmet	147
2	Food & Wine	125
3	Bon Appetit	−2
	Total	270

Avg. Ad Pages/Copy

1	Gourmet	95
2	Bon Appetit	93
3	Food & Wine	53

Ad Revenue

		$000
1	Bon Appetit	26,332
2	Gourmet	18,568
3	Food & Wine	7,765
	Total	52,665

% Chg. Ad Revenue

	1985 vs. 1984	%
1	Food & Wine	34.4
2	Gourmet	33.4
3	Bon Appetit	9.3

Net Chg. Ad Revenue

	1985 vs. 1984	$000
1	Gourmet	4,653
2	Bon Appetit	2,231
3	Food & Wine	1,988
	Total	8,872

Avg. Edit. Pages/Copy

1	Gourmet	105
2	Bon Appetit	73
3	Food & Wine	58

Average Circulation

1	Bon Appetit	1,304,557
2	Gourmet	1,077,234
3	Food & Wine	608,589
	Total	2,990,380

% Chg. Avg. Circ.

	1985 vs. 1984	%
1	Gourmet	63.4
2	Food & Wine	10.7
3	Bon Appetit	0.3

Net Chg. Avg. Circ.

	1985 vs. 1984	
1	Gourmet	417,782
2	Food & Wine	58,967
3	Bon Appetit	3,420
	Total	480,169

Avg. Total Pages/Copy

	ad pages + edit. pages	
1	Gourmet	200
2	Bon Appetit	165
3	Food & Wine	111

Total Revenue

	ad rev. + circ. rev.	$000
1	Bon Appetit	43,165
2	Gourmet	37,427
3	Food & Wine	18,435
	Total	99,027

% Chg. Total Revenue

	1985 vs. 1984	%
1	Gourmet	44.0
2	Food & Wine	28.7
3	Bon Appetit	5.6

Subscription Revenue

		$000
1	Gourmet	15,607
2	Bon Appetit	13,331
3	Food & Wine	9,940
	Total	38,878

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	Gourmet	73.2
2	Food & Wine	22.1
3	Bon Appetit	1.2

Avg. Subscription Circ.

1	Bon Appetit	1,161,509
2	Gourmet	946,978
3	Food & Wine	577,718
	Total	2,686,205

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	Gourmet	78.1
2	Food & Wine	8.5
3	Bon Appetit	1.2

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	Gourmet	415,373
2	Food & Wine	45,499
3	Bon Appetit	13,584
	Total	474,456

Newsstand Revenue

		$000
1	Bon Appetit	3,502
2	Gourmet	3,251
3	Food & Wine	730
	Total	7,483

Avg. Newsstand Circ.

1	Bon Appetit	143,048
2	Gourmet	130,256
3	Food & Wine	30,871
	Total	304,175

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	Food & Wine	77.4
2	Gourmet	1.9
3	Bon Appetit	−6.6

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	Food & Wine	13,468
2	Gourmet	2,409
3	Bon Appetit	−10,164
	Total	5,713

% Chg. News. Revenue

	1985 vs. 1984	%
1	Food & Wine	79.3
2	Gourmet	6.0
3	Bon Appetit	−2.3

MAGAZINE PROFILES

Bon Appetit

Bon Appetit Publishing Corporation
140 East 45th Street
New York, NY 10017
(212) 687-1255
Year founded: 1974
Published: Monthly

Editorial Description: Bon Appetit is edited for food enthusiasts. Stressing the connection between food and people, the editorial focus is on recipes, wine and spirits, and travel to destinations of epicurean interest. Features include a variety of cooking and entertaining ideas with precise instructions for readers at all skill levels. The editorial mix provides approaches developed by both food enthusiasts and professionals. Five monthly columns are based on recipes and food and wine queries contributed by readers themselves.

Member: ABC

Primary SRDS Classification No. C-18

Food & Wine

The Guide to Good Taste

American Express Publishing Corp.
1120 Avenue of the Americas
New York, NY 10036
(212) 382-5600
Year founded: 1978
Published: Monthly

Editorial Description: Food & Wine, The Guide to Good Taste is edited for those interested in various aspects of food, wine, entertaining and travel. Each issue contains articles on a variety of subjects of particular interest to the gourmet, including: the procuring and preparation of fine food; candid evaluation of wines, cookbooks, restaurants; specialty food products and equipment; gastronomic tradition; design; party planning; news of what and where the famous are eating; meals for the single diner, etc. At least 40 recipes are presented each month.

Member: ABC

Primary SRDS Classification No. C-18

Gourmet

The Magazine of Good Living

The Conde Nast Publications Inc.
560 Lexington Avenue
New York, NY 10016
(212) 371-1330
Year founded: 1941
Published: Monthly

Editorial Description: Gourmet is edited for those who are interested in the various aspects of "good living"—i.e., the preparation of fine food, wine, dining out, sports and travel. One or two foreign cities are explored each month. Travel features include historical and artistic matters of interest, natural and architectural wonders, museums, opera houses, churches and cathedrals, and shops. Articles include the history of various foods, writers' personal experiences, restaurant and hotel recommendations, exclusive resorts, menus, recipes, and gift suggestions.

Member: ABC

Primary SRDS Classification No. C-18

Figures are Folio estimates for the calendar year 1985.

GENERAL INTEREST

Ad Pages

1	People Weekly	3,866
2	TV Guide	3,670
3	New Yorker	2,997
4	National Enquirer	1,404
5	Esquire	1,374
6	Ebony	1,201
7	Rolling Stone	1,180
8	Smithsonian	1,075
9	Reader's Digest	1,071
10	Globe	1,020
11	Jet	961
12	Yankee	948
13	Connoisseur	847
14	Life	772
15	Star	605
16	Atlantic	579
17	Us	515
18	National Examiner	510
19	Family Computing	489
20	Vanity Fair	431
21	Grit	389
22	Saturday Evening Post	334
23	Psychology Today	309
24	National Geographic	280
	Total	26,827

% Chg. Ad Pages

1985 vs. 1984

		%
1	Vanity Fair	28.5
2	Connoisseur	20.6
3	Us	14.8
4	Globe	9.7
5	Ebony	9.2
6	National Examiner	9.0
7	Rolling Stone	8.6
8	Grit	6.6
9	Smithsonian	6.2
10	Life	1.3
11	Esquire	1.2
12	Saturday Evening Post	1.1
13	National Enquirer	0.0
14	Reader's Digest	−0.4
15	National Geographic	−0.7
16	Jet	−1.2
17	Atlantic	−2.1
18	TV Guide	−3.4
19	Psychology Today	−3.7
20	People Weekly	−4.9
21	Yankee	−5.0
22	New Yorker	−15.3
23	Family Computing	−29.6
24	Star	−35.4

Net Chg. Ad Pages

1985 vs. 1984

1	Connoisseur	145
2	Ebony	101
3	Vanity Fair	96
4	Rolling Stone	93
5	Globe	90
6	Us	66
7	Smithsonian	63
8	National Examiner	42
9	Grit	24
10	Esquire	16
11	Life	10
12	Saturday Evening Post	4
13	National Enquirer	0
14	National Geographic	−2
15	Reader's Digest	−5
16	Jet	−12
17	Atlantic	−12
18	Psychology Today	−12
19	Yankee	−50
20	TV Guide	−130
21	People Weekly	−197
22	Family Computing	−206
23	Star	−331
24	New Yorker	−542
	Total	−749

Avg. Ad Pages/Copy

1	Esquire	115
2	Ebony	100
3	Smithsonian	90
4	Reader's Digest	89
5	Yankee	79
6	People Weekly	76
7	TV Guide	71
8	Connoisseur	71
9	Life	59
10	New Yorker	58
11	Rolling Stone	49
12	Atlantic	48
13	Family Computing	41
14	Saturday Evening Post	37
15	Vanity Fair	36
16	National Enquirer	26
17	Psychology Today	26
18	National Geographic	23
19	Us	21
20	Globe	20
21	Jet	18
22	Star	11
23	National Examiner	10
24	Grit	7

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MAGAZINE PROFILES

The Atlantic

The Atlantic Monthly Co.
8 Arlington Street
Boston, MA 02116
(617) 536-9500
Year founded: 1857
Published: Monthly

Editorial Description: The Atlantic, The Magazine of Public Affairs and the Arts, addresses the contemporary issues of our world through reporting, commentary, criticism, humor, fiction and poetry.

Member: ABC

Primary SRDS Classification No. C-22

Connoisseur

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-6518
Year founded: 1982
Published: Monthly

Editorial Description: Connoisseur magazine is a discerning guide to style and standard of living. Every month Connoisseur defines, discusses, and judges quality in the fine arts, architecture, theatre, food, wines, fashion, travel, interiors, and the creative aspirations of people.

Member: ABC

Primary SRDS Classification No. C-22

EBONY

Johnson Publishing Co., Inc.
820 S. Michigan Avenue
Chicago, IL 60605
(312) 322-9200
Year founded: 1945
Published: Monthly

Editorial Description: EBONY is a black-oriented, general, picture magazine dealing primarily with contemporary topics. Feature articles deal with education, history, politics, literature, art, business, personalities, civil rights, sports, entertainment, music and social events. Regular monthly departments include "Speaking of People," "Fashion Fair," "Ebony Book Shelf," "Date With a Dish" (culinary art), "Letters to the Editor," "Backstage," "The Ebony Advisor," "Strictly For Laughs." The August issue is devoted to an in-depth treatment of one aspect of current life in Black America such as civil rights, youth, segregation.

Member: ABC, PIB

Primary SRDS Classification No. 22

Esquire

Esquire Associates
2 Park Avenue
New York, NY 10016
(212) 561-8100
Year founded: 1933
Published: Monthly

Editorial Description: Esquire deals with the real and rapidly changing world of the American man in today's society. Each issue delivers practical information and counsel on a broad range of relevant subjects—business, politics, health and fitness, sports and the arts. Also, fashion, travel, personal profiles and fiction.

Member: ABC

Primary SRDS Classification No. C-22

Family Computing

Scholastic Inc.
730 Broadway
New York, NY 10003
(212) 505-3585
Year founded: 1983
Published: Monthly

Editorial Description: Family Computing is aimed at consumers who have adapted computing into their lifestyles. There is an emphasis on home office applications, which includes bringing work home from the office and operating a business at home. Other key applications are personal finance, productivity, education and entertainment. Regular features include buyer's guides, with comprehensive comparisons, and new hardware previews. Each month the Software Guide and Software Reviews rate two dozen home management/business, educational, and entertainment programs. Other articles include the experiences of actual personal computer owners, home and money management techniques, and tips on telecomputing. Plus, in every issue, Family Computing presents original programs for major computer brands.

Member: ABC

Primary SRDS Classification No. C-10A

Figures are FOLIO estimates for the calendar year 1985.

GENERAL INTEREST

Continued

Ad Revenue

		$000
1	TV Guide	313,975
2	People Weekly	250,759
3	Reader's Digest	110,558
4	New Yorker	52,695
5	Life	39,856
6	Ebony	38,241
7	Smithsonian	36,433
8	Esquire	32,003
9	National Geographic	31,922
10	National Enquirer	31,100
11	Rolling Stone	29,473
12	Jet	12,353
13	Star	10,048
14	Us	8,257
15	Yankee	7,954
16	Connoisseur	7,291
17	Atlantic	6,842
18	Globe	6,314
19	Vanity Fair	6,165
20	Psychology Today	5,696
21	Family Computing	4,481
22	Saturday Evening Post	4,144
23	National Examiner	3,157
24	Grit	1,972
	Total	**1,051,689**

% Chg. Ad Revenue

	1985 vs. 1984	%
1	Connoisseur	57.9
2	Vanity Fair	52.7
3	Rolling Stone	31.3
4	Jet	19.3
5	Smithsonian	18.6
6	Ebony	17.6
7	Globe	14.6
8	Saturday Evening Post	14.4
9	Life	14.0
10	National Examiner	13.0
11	People Weekly	7.7
12	Yankee	7.5
13	Esquire	7.1
14	National Geographic	6.4
15	National Enquirer	6.2
16	Psychology Today	3.4
17	TV Guide	3.2
18	Atlantic	1.7
19	Us	0.7
20	Reader's Digest	– 1.2
21	Grit	– 4.8
22	New Yorker	– 12.4
23	Family Computing	– 27.3
24	Star	– 50.2

Net Chg. Ad Revenue

	1985 vs. 1984	$000
1	People Weekly	17,868
2	TV Guide	9,710
3	Rolling Stone	7,028
4	Ebony	5,723
5	Smithsonian	5,707
6	Life	4,900
7	Connoisseur	2,672
8	Vanity Fair	2,128
9	Esquire	2,110
10	Jet	1,996
11	National Geographic	1,928
12	National Enquirer	1,804
13	Globe	806
14	Yankee	558
15	Saturday Evening Post	522
16	National Examiner	363
17	Psychology Today	187
18	Atlantic	113
19	Us	58
20	Grit	– 99
21	Reader's Digest	– 1,296
22	Family Computing	– 1,681
23	New Yorker	– 7,473
24	Star	– 10,135
	Total	**45,497**

Avg. Edit. Pages/Copy

1	Reader's Digest	162
2	TV Guide	151
3	National Geographic	147
4	Esquire	118
5	Yankee	106
6	Smithsonian	103
7	Vanity Fair	87
8	Connoisseur	84
9	Life	83
10	Ebony	76
11	Saturday Evening Post	70
12	New Yorker	67
13	People Weekly	65
14	Family Computing	62
15	Psychology Today	58
16	Us	50
17	Jet	50
18	Star	43
19	Rolling Stone	42
20	National Enquirer	37
21	National Examiner	34
22	Globe	34
23	Grit	23
24	Atlantic	ne

▶

ne = not estimated

MAGAZINE PROFILES

GLOBE

Globe Communications Corp.
1440 St. Catherine Street
Montreal, Quebec, Canada H3G 1S2
(514) 866-7744
Published: Weekly

Editorial Description: GLOBE is edited for an audience interested in a wide range of non-fictional human-interest stories, contemporary in nature, with particular emphasis on the human condition. Health, medicine, science, the occult, and news of the great and near-great in the world of entertainment, politics and business are featured. Topics relating to human success and suffering, poverty and riches, and how men and women strive to overcome obstacles and meet day-to-day contemporary challenges are featured, with strong emphasis on success and achievement in many areas of human endeavor.

Member: ABC
Primary SRDS Classification No. C-22A

GRIT

Grit Publishing Company
208 West Third Street
Williamsport, PA 17701
(717) 326-1771
Year founded: 1882
Published: Weekly

Editorial Description: GRIT is a family-oriented publication for America's small towns and rural areas. It covers the aspects of family-centered living—working, recreation, homemaking, religious and community involvement. Its range of service features provides practical "how-you-can-do-it" guidance in cooking, gardening, sewing, home improvement, family economics, child-raising and recreational activities.

Member: ABC
Primary SRDS Classification No. C-22

JET

Johnson Publishing Co., Inc.
820 S. Michigan Avenue
Chicago, IL 60605
(312) 322-9200
Year founded: 1951
Published: Weekly

Editorial Description: JET is a national news and general editorial magazine oriented to the Black Community. Articles deal with hard news and features, sports, fashion, education, Black History, entertainment, business, society, religion and African affairs. Weekly features include: Ticker Tape, U.S.A.; People; Week's Best Photos; Celebrity Beat—New York to Hollywood; plus each issue features a listing of Black performers appearing on network TV shows during the week.
Member: ABC
Primary SRDS Classification No. C-36A

LIFE

Time Inc.
1271 6th Avenue
New York, NY 10020
(212) JU6-1212
Year founded: 1936; relaunched, 1978
Published: Monthly

Editorial Description: LIFE shows the world through photojournalism. Its subjects are varied and explore the arts, science, fashion, sports, nature, human behavior and various aspects of activity that reflect and affect our lives. The tempo is varied with artists' illustrations, and a few articles and columns.
Member: ABC
Primary SRDS Classification No. C-22

National Enquirer

National Enquirer Inc.
600 S. East Coast Avenue
Lantana, FL 33464
(305) 586-1111
Year founded: 1952
Published: Weekly

Editorial Description: National Enquirer is a non-fiction, service and entertainment publication for the entire family. Special emphasis is placed on self-improvement, success and human interest. Service areas include medical news, food, fashion and beauty for middle America. The publication encourages and documents the exercise of traditional American values such as charity, honesty and courage. Every issue contains celebrity news, articles of general interest and humor.
Member: ABC
Primary SRDS Classification No. C-22

National Examiner

Globe Communications Corporation
1440 St. Catherine Street
Montreal, Quebec, Canada H3G 1S2
(514) 866-7744
Published: Weekly

Editorial Description: National Examiner is a non-fiction publication of particular appeal to a contemporary audience whose reading interests include the world of entertainment, music, film, the arts and a variety of health-related stories on diet, exercise, medicine, science and the occult. Emphasis is on human interest, psychic phenomena and service features.

Member: ABC

Primary SRDS Classification No. C-22A

National Geographic

National Geographic Society
17th & M Streets, N.W.
Washington, DC 20036
(202) 857-7000
Year founded: 1888
Published: Monthly

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GENERAL INTEREST

Continued

Average Circulation

1	Reader's Digest	17,770,915
2	TV Guide	17,031,879
3	National Geographic	10,418,833
4	National Enquirer	4,534,051
5	Star	3,429,855
6	People Weekly	2,901,197
7	Smithsonian	2,206,871
8	Ebony	1,736,667
9	Globe	1,729,600
10	Life	1,566,697
11	National Examiner	1,070,231
12	Yankee	997,570
13	Rolling Stone	990,938
14	Us	950,309
15	Psychology Today	873,209
16	Jet	817,160
17	Esquire	705,558
18	Saturday Evening Post	674,155
19	Grit	587,657
20	New Yorker	504,261
21	Atlantic	453,683
22	Family Computing	402,760
23	Vanity Fair	372,855
24	Connoisseur	271,788
	Total	**72,998,699**

% Chg. Avg. Circ.

1985 vs. 1984		%
1	Vanity Fair	36.3
2	Rolling Stone	20.0
3	Connoisseur	16.0
4	Family Computing	15.3
5	National Examiner	8.8
6	Smithsonian	5.9
7	Life	5.5
8	People Weekly	4.8
9	Atlantic	4.6
10	Yankee	4.5
11	Ebony	2.7
12	Psychology Today	2.3
13	National Geographic	1.8
14	Grit	0.9
15	New Yorker	0.7
16	Star	0.7
17	Reader's Digest	−0.9
18	TV Guide	−1.2
19	National Enquirer	−1.7
20	Esquire	−2.0
21	Saturday Evening Post	−3.0
22	Jet	−4.0
23	Globe	−6.3
24	Us	−6.4

Net Chg. Avg. Circ.

1985 vs. 1984		
1	National Geographic	189,181
2	Rolling Stone	165,227
3	People Weekly	133,092
4	Smithsonian	122,504
5	Vanity Fair	99,313
6	National Examiner	86,570
7	Life	81,260
8	Family Computing	53,321
9	Ebony	45,373
10	Yankee	42,629
11	Connoisseur	37,469
12	Star	22,929
13	Atlantic	19,903
14	Psychology Today	19,584
15	Grit	5,336
16	New Yorker	3,727
17	Esquire	−14,164
18	Saturday Evening Post	−20,592
19	Jet	−34,438
20	Us	−64,924
21	National Enquirer	−78,876
22	Globe	−116,144
23	Reader's Digest	−168,684
24	TV Guide	−198,474
	Total	**431,122**

Avg. Total Pages/Copy

ad pages + edit. pages		
1	Reader's Digest	251
2	Esquire	233
3	TV Guide	222
4	Smithsonian	192
5	Yankee	185
6	Ebony	176
7	National Geographic	170
8	Connoisseur	155
9	Life	143
10	People Weekly	141
11	New Yorker	124
12	Vanity Fair	122
13	Saturday Evening Post	107
14	Family Computing	102
15	Rolling Stone	91
16	Psychology Today	84
17	Us	71
18	Jet	68
19	National Enquirer	63
20	Star	55
21	Globe	54
22	National Examiner	44
23	Grit	30
24	Atlantic	ne

▶

ne = not estimated

MAGAZINE PROFILES

Editorial Description: National Geographic is a leading source of accurate, often definitive information about the world and its people. Dedicated to all aspects of man's involvement in the changing universe, it abundantly reveals the people and places of the world as well as the major technological advances that impact on our lives. First published in 1888, it has won acclaim for its journalistic integrity and photographic excellence.

Member: ABC

Primary SRDS Classification No. C-22

The New Yorker

The New Yorker Magazine, Inc.
25 West 43rd Street
New York, NY 10036
(212) 840-3800
Year founded: 1925
Published: Weekly

Editorial Description: The New Yorker discusses current ideas and events in metropolitan America. The magazine blends domestic and international news analysis with cartoons, regular criticism of sports, fashion, and the arts, biographical "Profiles," short fiction, poetry, and "Letters" from correspondents around the world. A listing of "Goings On" in New York precedes "The Talk of the Town," an every-issue assortment of essays, interviews, and anecdotes.

Member: ABC

Primary SRDS Classification No. C-22

People Weekly

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1974
Published: Weekly

Editorial Description: People Weekly is edited for active, sophisticated women and men. It presents readers with an overview of the pacesetters on the contemporary American scene, focusing on the newsworthy rather than just the news. Articles feature the work and lifestyles of people in the arts, sciences, business and politics as well as stars of television, motion pictures, records and sports. People Weekly also profiles relatively unknown individuals who lead unusual, inspiring, or interesting lives.

Member: ABC

Primary SRDS Classification No. C-22A

Psychology Today

The American Psychological Association
1200 Seventeenth St., N.W.
Washington, DC 20036
(202) 955-7800
Year founded: 1967
Published: Monthly

Editorial Description: Psychology Today is a forum for the exchange of new ideas which deals with business, technology, science and people from the vantage point of human behavior. Longer articles are contained in a feature well; shorter subjects—facts, ideas, opinion, and humor—are covered in the "Crosstalk" section. Special attention is given to the graphic presentation of the subject matter.

Member: ABC

Primary SRDS Classification No. C-22

Reader's Digest

The Reader's Digest Association, Inc.
Pleasantville, NY 10570
(914) 769-7000
Year founded: 1922
Published: Monthly

Editorial Description: Reader's Digest is a general interest, non-fiction reading magazine for the entire family. Many of the articles are "digested" from articles appearing in other publications. The balance is staff-written or contributed by readers and each issue carries a condensation of a current book. Article subjects include: self improvement, psychology, ecology, government, world affairs, crime, community action, health, "Unforgettable Characters," campus, employment, sports, travel, science and invention, "Word Power," "Humor in Uniform" and other broad-interest subjects.

Member: ABC

Primary SRDS Classification No. C-22

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GENERAL INTEREST

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	TV Guide	781,700
2	People Weekly	429,025
3	Reader's Digest	316,027
4	National Geographic	188,205
5	National Enquirer	180,544
6	Star	129,409
7	Life	85,918
8	Smithsonian	76,265
9	New Yorker	67,711
10	Ebony	61,642
11	Rolling Stone	54,816
12	Globe	53,972
13	Esquire	44,112
14	Jet	40,188
15	National Examiner	32,973
16	Us	31,040
17	Yankee	22,333
18	Psychology Today	18,414
19	Saturday Evening Post	13,289
20	Grit	12,027
21	Atlantic	11,797
22	Connoisseur	11,710
23	Vanity Fair	11,372
24	Family Computing	10,061
	Total	**2,684,570**

% Chg. Total Revenue

	1985 vs. 1984	%
1	Connoisseur	37.7
2	Vanity Fair	34.4
3	Rolling Stone	31.1
4	Star	18.3
5	National Examiner	16.8
6	Smithsonian	13.4
7	Ebony	12.2
8	Life	12.1
9	People Weekly	10.9
10	Yankee	7.8
11	Esquire	5.4
12	TV Guide	5.1
13	Psychology Today	3.0
14	Saturday Evening Post	2.8
15	National Geographic	2.6
16	Globe	2.4
17	National Enquirer	0.9
18	Reader's Digest	0.2
19	Jet	−0.7
20	Grit	−3.2
21	Us	−5.3
22	Atlantic	−8.6
23	Family Computing	−9.6
24	New Yorker	−9.7

Subscription Revenue

		$000
1	TV Guide	203,679
2	Reader's Digest	188,390
3	National Geographic	156,282
4	People Weekly	48,566
5	Smithsonian	39,561
6	Life	24,405
7	Ebony	18,263
8	Jet	17,400
9	Yankee	13,094
10	New Yorker	12,454
11	Rolling Stone	11,461
12	Psychology Today	10,740
13	Us	8,759
14	National Enquirer	8,587
15	Esquire	7,886
16	Saturday Evening Post	7,116
17	Grit	5,770
18	Atlantic	3,905
19	Family Computing	3,853
20	Connoisseur	3,678
21	Vanity Fair	3,520
22	Star	3,236
23	Globe	938
24	National Examiner	213
	Total	**801,756**

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	National Examiner	52.5
2	Rolling Stone	23.8
3	Vanity Fair	23.3
4	People Weekly	23.2
5	Us	18.1
6	Family Computing	16.9
7	Globe	14.4
8	Life	13.9
9	Grit	13.9
10	Connoisseur	13.8
11	Star	13.0
12	Yankee	9.8
13	Smithsonian	8.8
14	Ebony	4.6
15	New Yorker	3.5
16	Psychology Today	2.5
17	National Geographic	1.8
18	Reader's Digest	0.9
19	TV Guide	0.7
20	Saturday Evening Post	−0.9
21	Esquire	−1.5
22	Jet	−3.2
23	National Enquirer	−5.8
24	Atlantic	−22.8

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Figures are FOLIO estimates for the calendar year 1985.

GENERAL INTEREST

Continued

Avg. Subscription Circ.

1	Reader's Digest	16,822,048
2	National Geographic	10,418,833
3	TV Guide	8,568,850
4	Smithsonian	2,197,806
5	Ebony	1,508,883
6	People Weekly	1,216,995
7	Yankee	927,148
8	Life	918,470
9	Psychology Today	788,684
10	Rolling Stone	703,146
11	Jet	656,617
12	Esquire	569,145
13	Saturday Evening Post	550,286
14	Us	546,737
15	Grit	477,771
16	New Yorker	471,417
17	National Enquirer	445,322
18	Atlantic	409,908
19	Family Computing	343,564
20	Vanity Fair	302,593
21	Connoisseur	251,213
22	Star	159,662
23	Globe	65,774
24	National Examiner	15,994
	Total	**49,336,866**

% Chg. Avg. Sub. Circ.

1985 vs. 1984		%
1	National Examiner	45.3
2	Vanity Fair	36.7
3	Rolling Stone	25.7
4	People Weekly	20.3
5	Family Computing	20.2
6	Connoisseur	16.2
7	Us	13.6
8	Grit	6.3
9	Atlantic	5.9
10	Smithsonian	5.8
11	Star	5.7
12	Yankee	5.5
13	Globe	4.9
14	Life	4.5
15	Ebony	3.7
16	Psychology Today	2.0
17	National Geographic	1.8
18	New Yorker	1.5
19	TV Guide	-0.6
20	Reader's Digest	-1.1
21	Jet	-1.2
22	Saturday Evening Post	-1.7
23	National Enquirer	-2.6
24	Esquire	-3.5

Net Chg. Avg. Sub. Circ.

1985 vs. 1984		
1	People Weekly	205,540
2	National Geographic	189,181
3	Rolling Stone	143,720
4	Smithsonian	120,927
5	Vanity Fair	81,292
6	Us	65,348
7	Family Computing	57,712
8	Ebony	53,819
9	Yankee	48,465
10	Life	39,825
11	Connoisseur	35,040
12	Grit	28,451
13	Atlantic	22,947
14	Psychology Today	15,744
15	Star	8,659
16	New Yorker	6,883
17	National Examiner	4,990
18	Globe	3,062
19	Jet	-7,822
20	Saturday Evening Post	-9,733
21	National Enquirer	-11,747
22	Esquire	-20,810
23	TV Guide	-52,298
24	Reader's Digest	-192,050
	Total	**837,145**

Newsstand Revenue

		$000
1	TV Guide	264,047
2	National Enquirer	140,857
3	People Weekly	129,700
4	Star	116,125
5	Globe	46,720
6	National Examiner	29,603
7	Life	21,657
8	Reader's Digest	17,080
9	Us	14,024
10	Rolling Stone	13,883
11	Jet	10,435
12	Ebony	5,139
13	Grit	4,286
14	Esquire	4,223
15	New Yorker	2,562
16	Saturday Evening Post	2,029
17	Psychology Today	1,978
18	Family Computing	1,747
19	Vanity Fair	1,686
20	Yankee	1,284
21	Atlantic	1,051
22	Connoisseur	741
23	Smithsonian	272
24	National Geographic	0
	Total	**831,129**

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MAGAZINE PROFILES

Rolling Stone

Straight Arrow Publishers Inc.
745 Fifth Avenue
New York, NY 10151
(212) 758-3800
Year founded: 1967
Published: 24X per year

Editorial Description: Rolling Stone is edited for young adults who have a special interest in popular culture, particularly music, film and politics. Regular features include state-of-the-art audio and electronics columns, record reviews, reader correspondence; interviews and photojournalism features. Special issues include Audio, Video, College, Fashion and Consumer Electronics supplements.

Member: ABC

Primary SRDS Classification No. C-33

The Saturday Evening Post

Benjamin Franklin Literary & Medical Society
1100 Waterway Boulevard
Indianapolis, IN 46240
(317) 636-8881
Year founded: 1728
Published: 9x per year

Editorial Description: The Saturday Evening Post is a general interest magazine containing humor, fiction, non-fiction and graphic elements of interest to the American family. Editorial coverage includes articles on volunteerism, health, preventive medicine, self-improvement, sports, ecology, education, science, personal interviews of distinguished or especially interesting people, music, literature, art, travel and other topics deemed of national interest. Fiction runs to short and medium lengths on appropriate themes. Special departments include a medical section, "Postscripts," cartoons, etc.

Member: ABC

Primary SRDS Classification No. C-22

Smithsonian

Smithsonian Institution
Washington, DC 20560
(202) 357-2888
Year founded: 1970
Published: Monthly

Editorial Description: Smithsonian involves itself with Man's cultural, intellectual, social and physical environment. It is the editor's view that it is the total and not just part of the environment that contributes to the quality of life. Topics range from ecology, science, urbanology, technology to art, history, nature and leisure activities.

Member: ABC

Primary SRDS Classification No. C-22

STAR

Murdoch Magazines
660 White Plains Road
Tarrytown, NY 10591
(914) 332-5000
Year founded: 1974
Published: Weekly

Editorial Description: STAR is a general interest newsmagazine edited for the entire family. It contains news about Television and Hollywood celebrities, homemaker service features such as shopping tips, dress patterns and diets, advice on your health from medical doctors and psychologists, politics, news about the Washington scene, horoscopes and astrological predictions.

Member: ABC

Primary SRDS Classification No. C-22

Figures are FOLIO estimates for the calendar year 1985.

GENERAL INTEREST

Continued

Avg. Newsstand Circ.

1	TV Guide	8,463,030
2	National Enquirer	4,088,729
3	Star	3,270,194
4	People Weekly	1,684,202
5	Globe	1,663,826
6	National Examiner	1,054,237
7	Reader's Digest	948,867
8	Life	648,227
9	Us	403,572
10	Rolling Stone	287,793
11	Ebony	227,784
12	Jet	160,544
13	Esquire	136,413
14	Saturday Evening Post	123,870
15	Grit	109,886
16	Psychology Today	84,525
17	Yankee	70,422
18	Vanity Fair	70,263
19	Family Computing	59,196
20	Atlantic	43,775
21	New Yorker	32,845
22	Connoisseur	20,575
23	Smithsonian	9,065
24	National Geographic	0
	Total	23,661,840

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	Vanity Fair	34.5
2	Smithsonian	21.0
3	Connoisseur	13.4
4	National Examiner	8.4
5	Rolling Stone	8.1
6	Life	6.8
7	Esquire	5.1
8	Psychology Today	4.8
9	Reader's Digest	2.5
10	Star	0.4
11	National Enquirer	– 1.6
12	TV Guide	– 1.7
13	Ebony	– 3.6
14	People Weekly	– 4.1
15	Atlantic	– 6.5
16	Globe	– 6.7
17	Family Computing	– 6.9
18	Yankee	– 7.7
19	Saturday Evening Post	– 8.1
20	New Yorker	– 8.8
21	Jet	– 14.2
22	Grit	– 17.4
23	Us	– 24.4
24	National Geographic	n/a

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	National Examiner	81,580
2	Life	41,435
3	Reader's Digest	23,367
4	Rolling Stone	21,508
5	Vanity Fair	18,022
6	Star	14,271
7	Esquire	6,646
8	Psychology Today	3,839
9	Connoisseur	2,429
10	Smithsonian	1,576
11	Atlantic	– 3,044
12	New Yorker	– 3,156
13	Family Computing	– 4,392
14	Yankee	– 5,837
15	Ebony	– 8,447
16	Saturday Evening Post	– 10,860
17	Grit	– 23,115
18	Jet	– 26,617
19	National Enquirer	– 67,129
20	People Weekly	– 72,449
21	Globe	– 119,206
22	Us	– 130,271
23	TV Guide	– 146,178
24	National Geographic	n/a
	Total	– 406,028

% Chg. News. Revenue

	1985 vs. 1984	%
1	Rolling Stone	37.5
2	Smithsonian	34.6
3	Star	34.5
4	National Examiner	17.1
5	Connoisseur	13.4
6	People Weekly	13.1
7	TV Guide	11.3
8	Vanity Fair	7.6
9	Life	6.8
10	Esquire	6.8
11	Psychology Today	4.8
12	Ebony	3.6
13	Family Computing	2.7
14	Reader's Digest	2.5
15	Globe	0.8
16	National Enquirer	0.3
17	Saturday Evening Post	– 4.4
18	Atlantic	– 6.5
19	Yankee	– 7.7
20	New Yorker	– 8.8
21	Jet	– 14.2
22	Us	– 18.2
23	Grit	– 18.9
24	National Geographic	n/a

n/a = not applicable

MAGAZINE PROFILES

TV Guide

Triangle Publications, Inc.
#4 Radnor Corporate Center
Radnor, PA 19088
(215) 293-8500
Year founded: 1953
Published: Weekly

Editorial Description: TV Guide reports, probes and analyzes various aspects of network, cable and pay television. Its national editorial section contains in-depth reports on the television medium, and a wide array of updates, backgrounders, special profiles and features, many of which deal with the medium's relationships with news, sports, science, finance, politics, government, literature, the arts and social issues. The local section provides network, local and pay/cable programming information for each local edition area.

Member: ABC

Primary SRDS Classification No. C-36A

US

US Magazine Company
1 Dag Hammarskjold Plaza
New York, NY 10017
(212) 836-9200
Year founded: 1977
Published: 25X per year

Editorial Description: US is a pictorial entertainment magazine for sophisticated young adults. It focuses on personalities, trends and events about to make the news. US also features film, music and television critics and commentators.

Member: ABC

Primary SRDS Classification No. C-36B

Vanity Fair

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1914; relaunched, 1983
Published: Monthly

Editorial Description: Vanity Fair is a magazine of literature and the arts, politics and popular culture. Contains articles on fiction and nonfiction: essays, stories and reviews, interviews, profiles, poetry and satire. It features photographs and drawings, portraits and photojournalism, caricatures and cartoons.

Member: ABC

Primary SRDS Classification No. C-22

Yankee

Yankee Publishing Inc.
33 Union St.
Boston, MA 02158
(617) 723-4309
Year founded: 1935
Published: Monthly

Editorial Description: Yankee is written for people who love New England's traditions and values. Yankee publishes New England humor, practical articles, photo essays, fiction, poetry and personalities. Regular service departments include travel and traveller's tips, cooking, food and recipes, shopping, small businesses, craftsmanship, advice on buying and repairing homes, and book reviews.

Member: ABC

Primary SRDS Classification No. C-22

Figures are FOLIO estimates for the calendar year 1985.

HEALTH & FITNESS

Ad Pages

1	Muscle & Fitness	1,318
2	Prevention	776
3	Shape	753
4	American Health	559
5	Health	471
6	Weight Watchers Mag.	332
	Total	**4,209**

% Chg. Ad Pages

	1985 vs. 1984	%
1	American Health	38.0
2	Health	8.3
3	Shape	4.6
4	Muscle & Fitness	3.0
5	Weight Watchers Mag.	−8.4
6	Prevention	−12.0

Net Chg. Ad Pages

	1985 vs. 1984	
1	American Health	154
2	Muscle & Fitness	38
3	Health	36
4	Shape	33
5	Weight Watchers Mag.	−30
6	Prevention	−106
	Total	125

Avg. Ad Pages/Copy

1	Muscle & Fitness	110
2	Prevention	65
3	Shape	63
4	American Health	56
5	Health	39
6	Weight Watchers Mag.	28

Ad Revenue

		$000
1	Prevention	15,049
2	American Health	8,329
3	Health	6,300
4	Weight Watchers Mag.	5,219
5	Shape	4,048
6	Muscle & Fitness	2,501
	Total	**41,446**

% Chg. Ad Revenue

	1985 vs. 1984	%
1	American Health	67.4
2	Shape	27.3
3	Muscle & Fitness	19.1
4	Health	17.5
5	Weight Watchers Mag.	5.5
6	Prevention	−9.0

Net Chg. Ad Revenue

	1985 vs. 1984	$000
1	American Health	3,355
2	Health	936
3	Shape	868
4	Muscle & Fitness	401
5	Weight Watchers Mag.	273
6	Prevention	−1,493
	Total	**4,340**

Avg. Edit. Pages/Copy

1	Muscle & Fitness	122
2	Prevention	97
3	Shape	81
4	American Health	62
5	Health	44
6	Weight Watchers Mag.	37

Average Circulation

1	Prevention	2,897,485
2	Health	1,031,037
3	Weight Watchers Mag.	867,705
4	American Health	787,468
5	Shape	532,987
6	Muscle & Fitness	449,202
	Total	**6,565,884**

% Chg. Avg. Circ.

	1985 vs. 1984	%
1	American Health	14.3
2	Shape	8.8
3	Muscle & Fitness	6.9
4	Health	3.3
5	Weight Watchers Mag.	2.1
6	Prevention	−1.0

Net Chg. Avg. Circ.

	1985 vs. 1984	
1	American Health	98,813
2	Shape	43,083
3	Health	32,770
4	Muscle & Fitness	29,131
5	Weight Watchers Mag.	17,836
6	Prevention	−30,518
	Total	191,115

Avg. Total Pages/Copy

	ad pages + edit. pages	
1	Muscle & Fitness	232
2	Prevention	162
3	Shape	144
4	American Health	118
5	Health	83
6	Weight Watchers Mag.	64

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MAGAZINE PROFILES

American Health

Fitness of Body and Mind

American Health Partners
80 Fifth Avenue
New York, NY 10011
(212) 242-2460
Year founded: 1981
Published: 10x per year

Editorial Description: American Health: Fitness of Body and Mind is designed to deal directly with the current emerging lifestyle focused on individual health and well-being. Principal features cover recent developments in such areas as nutrition, fitness and exercise, prevention and psychology. Shorter items cover such topics as stress, new medical technologies, sports medicine and the economics of the health care system, including the evaluation of doctors, drugs, insurance plans, etc.

Member: ABC

Primary SRDS Classification No. C-23

Health

Family Media, Inc.
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1969
Published: Monthly

Editorial Description: Health updates and advises the lay reader on the world of health—nutrition, fitness, longevity, medical care, beauty, emotions, child care, dieting. Departments include: Breakthroughs; Pound Wise (Weight Control); Richard's Almanac.

Member: ABC
Primary SRDS Classification No. C-23

MUSCLE & FITNESS

I. Brute Enterprises, Inc.
21100 Erwin Street
P.O. Box 4007
Woodland Hills, CA 91367
(818) 884-6800
Year founded: 1937
Published: Monthly

Editorial Description: Muscle & Fitness presents the nation's new consciousness of physical fitness to the serious exercise and athletic training enthusiast. Readers are both men and women—active partcipants in sports and exercise programs, from weight training and bodybuilding to martial arts and gymnastics. Contains editorial on such subjects as scientific data, especially technical information on sports medicine, space-age nutrition and physiology.
Member: ABC
Primary SRDS Classification No. C-45

Figures are FOLIO estimates for the calendar year 1985.

HEALTH & FITNESS

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	Prevention	55,898
2	Muscle & Fitness	19,905
3	American Health	17,970
4	Health	17,432
5	Weight Watchers Mag.	16,198
6	Shape	16,029
	Total	**143,432**

% Chg. Total Revenue

	1985 vs. 1984	%
1	American Health	37.4
2	Shape	15.0
3	Muscle & Fitness	12.3
4	Health	10.0
5	Weight Watchers Mag.	7.4
6	Prevention	2.0

Subscription Revenue

		$000
1	Prevention	37,943
2	Health	11,006
3	Weight Watchers Mag.	8,334
4	American Health	8,260
5	Shape	2,522
6	Muscle & Fitness	1,842
	Total	**69,907**

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	Muscle & Fitness	20.6
2	Shape	18.1
3	American Health	17.8
4	Weight Watchers Mag.	10.8
5	Prevention	5.9
6	Health	5.4

Avg. Subscription Circ.

1	Prevention	2,736,070
2	Health	1,024,579
3	Weight Watchers Mag.	720,752
4	American Health	718,408
5	Shape	132,837
6	Muscle & Fitness	63,256
	Total	**5,395,902**

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	Muscle & Fitness	19.9
2	American Health	14.4
3	Shape	9.4
4	Health	2.9
5	Weight Watchers Mag.	2.3
6	Prevention	−2.1

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	American Health	90,644
2	Health	28,740
3	Weight Watchers Mag.	15,952
4	Shape	11,373
5	Muscle & Fitness	10,480
6	Prevention	−57,693
	Total	**99,496**

Newsstand Revenue

		$000
1	Muscle & Fitness	15,561
2	Shape	9,460
3	Prevention	2,905
4	Weight Watchers Mag.	2,645
5	American Health	1,381
6	Health	126
	Total	**32,078**

Avg. Newsstand Circ.

1	Shape	400,150
2	Muscle & Fitness	385,946
3	Prevention	161,415
4	Weight Watchers Mag.	146,953
5	American Health	69,060
6	Health	6,458
	Total	**1,169,982**

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	Health	166.0
2	Prevention	20.2
3	American Health	13.4
4	Shape	8.6
5	Muscle & Fitness	5.1
6	Weight Watchers Mag.	1.3

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	Shape	31,710
2	Prevention	27,175
3	Muscle & Fitness	18,651
4	American Health	8,169
5	Health	4,030
6	Weight Watchers Mag.	1,883
	Total	**91,618**

% Chg. News. Revenue

	1985 vs. 1984	%
1	Health	152.6
2	American Health	26.0
3	Prevention	20.3
4	Muscle & Fitness	10.3
5	Shape	9.7
6	Weight Watchers Mag.	1.3

MAGAZINE PROFILES

Prevention

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1950
Published: Monthly

Editorial Description: Prevention is edited for readers who are highly motivated to take an active role in achieving and maintaining health and fitness for themselves and their families. Edited under the supervision of an Advisory Board of physicians and nutritionists, it provides the latest authoritative, practical information about healthful food products, pharmaceuticals, exercise, the prevention of disease, psychology, health-care economics, beauty aids, appliances, and travel as they relate to healthy, secure lifestyle.

Member: ABC
Primary SRDS Classification No. C-23

SHAPE

Shape Magazine, Inc.
21100 Erwin Street
Woodland Hills, CA 91367
(818) 704-8905
Year founded: 1981
Published: Monthly

Editorial Description: SHAPE is the lifestyle magazine for the active woman of the 80's, delivering reliable information. SHAPE's medical experts cover all aspects of fitness, including physical, nutritional, and psvshological topics. SHAPE supports the woman who wants fitness in every part of her life. In addition to facts about exercise physiology and fitness maintenance, SHAPE provides latest product information needed for a fully fit lifestyle. Current diet and health foods, the latest active wear, and beauty-care products all contribute to SHAPE's role as a comprehensive magazine for today's active woman.

Member: ABC
Primary SRDS Classification No. C-49

Weight Watchers Magazine

W/W Twentyfirst Corporation
360 Lexington Avenue
New York, NY 10017
(212) 370-0644
Year founded: 1967
Published: Monthly

Editorial Description: Weight Watchers Magazine is a quality special interest magazine devoted to food and recipes, nutrition, fitness and weight control. In addition, the magazine includes features on entertaining, table-top items, and small appliances, along with beauty and fashion. It is edited for a female audience and is "More Than A Diet Magazine!" It's "The Intelligent Choice."

Member: ABC
Primary SRDS Classification No. C-18

Figures are FOLIO estimates for the calendar year 1985.

HOME

Ad Pages

1	Sunset	1,837
2	Southern Living	1,588
3	Architectural Digest	1,572
4	Better Homes and Gardens	1,363
5	House & Garden	1,160
6	Houston Home & Garden	1,077
7	House Beautiful	973
8	Texas Homes	898
9	Country Living	841
10	Metropolitan Home	774
11	Home Mechanix	773
12	Rodale's Org. Gardening	695
13	Family Handyman	649
14	1,001 Home Ideas	588
15	Home	587
16	Southern Accents	540
17	Practical Homeowner	511
18	Colonial Homes	372
19	Country Journal	328
20	Workbench	321
21	Homeowner	282
22	Americana	214
23	Country Home	205
24	Early American Life	122
	Total	18,270

% Chg. Ad Pages

1985 vs. 1984		%
1	1,001 Home Ideas	18.2
2	Southern Accents	11.6
3	Practical Homeowner	8.9
4	Homeowner	8.6
5	House & Garden	5.9
6	Country Living	5.6
7	Sunset	3.1
8	Southern Living	−0.3
9	Architectural Digest	−1.8
10	Texas Homes	−3.5
11	Home	−3.7
12	Americana	−7.3
13	Home Mechanix	−7.6
14	Better Homes and Gardens	−9.0
15	Colonial Homes	−10.3
16	Workbench	−10.4
17	Metropolitan Home	−12.3
18	Rodale's Org. Gardening	−12.8
19	Houston Home & Garden	−13.4
20	Country Journal	−14.0
21	Family Handyman	−14.0
22	House Beautiful	−14.6
23	Early American Life	−25.2
24	Country Home	ne

Net Chg. Ad Pages

1985 vs. 1984		
1	1,001 Home Ideas	91
2	House & Garden	65
3	Southern Accents	56
4	Sunset	55
5	Country Living	45
6	Practical Homeowner	42
7	Homeowner	22
8	Southern Living	−4
9	Americana	−17
10	Home	−23
11	Architectural Digest	−29
12	Texas Homes	−33
13	Workbench	−37
14	Early American Life	−41
15	Colonial Homes	−43
16	Country Journal	−53
17	Home Mechanix	−63
18	Rodale's Org. Gardening	−102
19	Family Handyman	−106
20	Metropolitan Home	−108
21	Better Homes and Gardens	−136
22	House Beautiful	−166
23	Houston Home & Garden	−167
24	Country Home	ne
	Total	−752

Avg. Ad Pages/Copy

1	Sunset	153
2	Southern Living	132
3	Architectural Digest	131
4	Better Homes and Gardens	114
5	House & Garden	97
6	Southern Accents	90
7	Houston Home & Garden	90
8	House Beautiful	81
9	Texas Homes	75
10	Country Living	70
11	Family Handyman	65
12	Metropolitan Home	64
13	Home Mechanix	64
14	Colonial Homes	62
15	Rodale's Org. Gardening	58
16	Practical Homeowner	57
17	Workbench	53
18	1,001 Home Ideas	49
19	Home	49
20	Americana	36
21	Country Home	34
22	Homeowner	28
23	Country Journal	27
24	Early American Life	20

▶

ne = not estimated

MAGAZINE PROFILES

Americana

Americana Magazine, Inc.
29 West 38th Street
New York, NY 10018
(212) 398-1550
Year founded: 1979
Published: Bimonthly

Editorial Description: Americana magazine publishes articles on crafts, collecting, restorations, travel, decorating, cooking, gardening, and a number of other activities with roots in the American past that people are participating in today. Contains practical information, including detailed how-to instructions.

Member: ABC

Primary SRDS Classification No. C-24

Architectural Digest

Knapp Communications Corporation
140 East 45th Street
New York, NY 10017
(212) 687-6330
Year founded: 1920
Published: Monthly

Editorial Description: Architectural Digest showcases residences throughout the world. Regular features focus on the fine arts, antiques, architecture and international properties. Architectural Digest appeals to those readers who travel often, entertain frequently and buy the highest quality fashions and fragrances.

Member: ABC

Primary SRDS Classification No. C-24

Better Homes and Gardens

Meredith Corporation
17th at Locust
Des Moines, IA 50336
(515) 284-3000
Year founded: 1922
Published: Monthly

Editorial Description: Better Homes and Gardens is edited for husbands and wives who have a serious interest in home and family as the focal point of their lives. Better Homes and Gardens covers in-depth these home and family subjects: food and appliances, building and handyman, decorating, family money management, gardening, travel, health, cars in your family, home and family entertainment, new product information and shopping.

Member: ABC

Primary SRDS Classification No. C-24

Colonial Homes

Hearst Magazines
1790 Broadway
New York, NY 10019
(212) 830-2900
Year founded: 1975
Published: Bimonthly

Editorial Description: Colonial Homes is the showcase of all facets of traditional American homes: furnishings, decorative accessories, and amenities. It is unique in providing unsurpassed coverage on creating and maintaining the traditional home. Readers discover the key to elegant living in pages rich with ideas on home building, remodeling, home furnishing, decorating, and home entertainment. Colonial Homes combines this appreciation of fine tradition and quality with important information on the modern conveniences necessary to meet the demands of today's fast paced living.

Member: ABC

Primary SRDS Classification No. C-24

Better Homes & Gardens
Country Home

Meredith Corporation
1716 Locust St.
Des Moines, IA 50336
(515) 284-3000
Year founded: 1983
Published: Bimonthly

Editorial Description: Country Home is a magazine for people interested in the various aspects of the country life. Features cover country lifestyles, building and renovation, furnishings, antiques and collectibles, country gardens, crafts and country cooking.

Member: ABC

Primary SRDS Classification No. C-24

Figures are FOLIO estimates for the calendar year 1985.

HOME

Continued

Ad Revenue

		$000
1	Better Homes and Gardens	123,262
2	Southern Living	57,774
3	Sunset	47,979
4	Architectural Digest	28,653
5	House Beautiful	24,192
6	Country Living	21,243
7	House & Garden	20,647
8	Home Mechanix	16,722
9	Metropolitan Home	13,870
10	Family Handyman	11,260
11	1,001 Home Ideas	10,665
12	Home	9,508
13	Rodale's Org. Gardening	8,707
14	Colonial Homes	6,445
15	Practical Homeowner	5,921
16	Houston Home & Garden	4,964
17	Texas Homes	3,879
18	Country Home	3,777
19	Southern Accents	3,233
20	Workbench	2,856
21	Country Journal	2,241
22	Homeowner	2,084
23	Americana	1,871
24	Early American Life	830
	Total	**432,583**

% Chg. Ad Revenue

	1985 vs. 1984	%
1	Country Living	33.2
2	Practical Homeowner	32.6
3	Home	30.2
4	1,001 Home Ideas	19.6
5	Southern Accents	18.9
6	Homeowner	12.7
7	Sunset	11.4
8	House & Garden	9.2
9	Southern Living	8.3
10	Texas Homes	6.4
11	Architectural Digest	3.3
12	Colonial Homes	1.3
13	Americana	0.0
14	Metropolitan Home	0.0
15	Early American Life	−2.0
16	Better Homes and Gardens	−2.3
17	Workbench	−4.2
18	Family Handyman	−6.6
19	Houston Home & Garden	−7.1
20	House Beautiful	−7.2
21	Rodale's Org. Gardening	−8.6
22	Country Journal	−10.2
23	Home Mechanix	−14.2
24	Country Home	ne

Net Chg. Ad Revenue

	1985 vs. 1984	$000
1	Country Living	5,301
2	Sunset	4,929
3	Southern Living	4,439
4	Home	2,207
5	1,001 Home Ideas	1,750
6	House & Garden	1,744
7	Practical Homeowner	1,457
8	Architectural Digest	905
9	Southern Accents	514
10	Homeowner	236
11	Texas Homes	235
12	Colonial Homes	80
13	Americana	1
14	Metropolitan Home	−1
15	Early American Life	−17
16	Workbench	−125
17	Country Journal	−256
18	Houston Home & Garden	−381
19	Family Handyman	−797
20	Rodale's Org. Gardening	−821
21	House Beautiful	−1,874
22	Home Mechanix	−2,759
23	Better Homes and Gardens	−2,872
24	Country Home	ne
	Total	**13,895**

Avg. Edit. Pages/Copy

1	House & Garden	131
2	Architectural Digest	128
3	Southern Living	117
4	Colonial Homes	112
5	Sunset	102
6	Southern Accents	100
7	Country Home	95
8	Country Living	93
9	Better Homes and Gardens	91
10	House Beautiful	88
11	Home	78
12	Rodale's Org. Gardening	72
13	Houston Home & Garden	68
14	Metropolitan Home	67
15	Americana	67
16	Early American Life	66
17	Texas Homes	64
18	Home Mechanix	60
19	Workbench	59
20	Family Handyman	58
21	Practical Homeowner	56
22	1,001 Home Ideas	50
23	Homeowner	47
24	Country Journal	ne

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ne = not estimated

David E. Gross, AIA/GF55 Architects
New York, New York
Average Year: 10 Projects
Annual Total: $1,500,000

"In one month we had two clients ask for designs they saw in HOME."

HOME enthusiasts last year remodeled their homes to the tune of $1.4 billion. That's an incredible *8 times the average spending* for major remodeling. No wonder residential professionals like David Gross see a lot of them, and of the magazine they rely on most.

Source: 1986 HOME Subscriber Survey.
Spring 1986 MRI, adults.
1986 "Home Modernization Study."

HOME
CREATIVE IDEAS FOR HOME DESIGN

Figures are Folio estimates for the calendar year 1985.

HOME

Continued

Average Circulation

1	Better Homes and Gardens	8,042,230
2	Southern Living	2,308,055
3	1,001 Home Ideas	1,536,992
4	Country Living	1,442,557
5	Home Mechanix	1,411,902
6	Sunset	1,398,618
7	Rodale's Org. Gardening	1,266,423
8	Family Handyman	1,206,596
9	Workbench	883,760
10	House Beautiful	839,701
11	Country Home	763,304
12	Practical Homeowner	729,080
13	Metropolitan Home	718,128
14	Home	696,716
15	Homeowner	685,291
16	House & Garden	616,447
17	Architectural Digest	610,463
18	Colonial Homes	596,536
19	Americana	399,234
20	Early American Life	357,728
21	Country Journal	323,611
22	Southern Accents	206,562
23	Houston Home & Garden	85,145
24	Texas Homes	83,863
	Total	**27,210,944**

% Chg. Avg. Circ.

1985 vs. 1984

		%
1	Home	20.7
2	Southern Accents	16.2
3	Country Living	15.2
4	House & Garden	9.4
5	Homeowner	7.1
6	Americana	6.5
7	Country Journal	3.6
8	Early American Life	2.9
9	Practical Homeowner	2.4
10	Southern Living	2.3
11	Architectural Digest	1.6
12	1,001 Home Ideas	1.1
13	Sunset	0.4
14	Better Homes and Gardens	0.1
15	Workbench	0.1
16	Family Handyman	−0.2
17	Metropolitan Home	−0.7
18	Texas Homes	−0.9
19	Houston Home & Garden	−0.9
20	House Beautiful	−3.4
21	Colonial Homes	−3.9
22	Rodale's Org. Gardening	−8.0
23	Home Mechanix	−11.3
24	Country Home	ne

Net Chg. Avg. Circ.

1985 vs. 1984

1	Country Living	190,687
2	Home	119,928
3	House & Garden	52,988
4	Southern Living	52,596
5	Homeowner	45,670
6	Southern Accents	28,819
7	Americana	24,533
8	Practical Homeowner	16,798
9	1,001 Home Ideas	16,174
10	Country Journal	11,388
11	Better Homes and Gardens	11,111
12	Early American Life	10,063
13	Architectural Digest	9,415
14	Sunset	5,281
15	Workbench	627
16	Texas Homes	−720
17	Houston Home & Garden	−785
18	Family Handyman	−3,008
19	Metropolitan Home	−4,879
20	Colonial Homes	−24,452
21	House Beautiful	−29,633
22	Rodale's Org. Gardening	−109,577
23	Home Mechanix	−179,813
24	Country Home	ne
	Total	**243,211**

Avg. Total Pages/Copy

ad pages + edit. pages

1	Architectural Digest	259
2	Sunset	255
3	Southern Living	249
4	House & Garden	228
5	Better Homes and Gardens	204
6	Southern Accents	190
7	Colonial Homes	174
8	House Beautiful	169
9	Country Living	163
10	Houston Home & Garden	158
11	Texas Homes	139
12	Metropolitan Home	131
13	Rodale's Org. Gardening	129
14	Country Home	129
15	Home	127
16	Home Mechanix	125
17	Family Handyman	123
18	Practical Homeowner	113
19	Workbench	112
20	Americana	102
21	1,001 Home Ideas	99
22	Early American Life	86
23	Homeowner	75
24	Country Journal	ne

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ne = not estimated

MAGAZINE PROFILES

Country Journal

Historical Times, Inc.
2245 Kohn Road
P.O. Box 8200
Harrisburg, PA 17105
(717) 657-9555
Year founded: 1974
Published: Monthly

Editorial Description: Country Journal is a magazine about country living written with today's active homeowner in mind. Country Journal publishes practical articles about gardening, raising livestock, heating with wood, travel, recreational and cultural activities and other aspects of country life. Issues related to conservation, ecology, land use, etc. are also covered. Regular columns on the weather, on cooking, and on books provide in-depth coverage of the problems and rewards of country living.

Member: ABC

Primary SRDS Classification No. C-24

Country Living

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-5700
Year founded: 1978
Published: Monthly

Editorial Description: Country Living is a home-service magazine edited for suburban and city dwellers, who want to create the warmth and charm of a country lifestyle. Articles range from decorating with antiques and reproductions to buying an old home, building a new home, to cooking country cuisine. Country cooking, kitchen planning, home entertainment, decorating, creative crafts, energy conservation, gardening, interior design, real estate and house plans to buy are included in each issue. Regular contributors write on food and wine, furniture refinishing and decorating, travel, and home remodeling. Previews of products available in today's market to create a "country look" are regularly featured.

Member: ABC

Primary SRDS Classification No. C-24

Early American Life

Historical Times, Inc.
2245 Kohn Road
P.O. Box 8200
Harrisburg, PA 17105
(717) 657-9555
Year founded: 1970
Published: Bimonthly

Editorial Description: Early American Life is published for everyone who is interested in building, furnishing and decorating in the early American style. It contains articles of particular value in restoring old houses and in giving new ones the special flavor of the 18th and 19th centuries. In addition to home furnishings content, Early American life features include travel, foods, handcrafts of all kinds, collecting, and the story of how everyday life was for Americans of an earlier time. Each issue involves readers in the classic design and warm style of an earlier America, helping them to incorporate the best of the past into today's lifestyle.

Member: ABC

Primary SRDS Classification No. C-24

The Family Handyman

The Webb Company
1999 Shepard Road
St. Paul, MN 55116
(612) 690-7280
Year founded: 1951
Published: 10x per year

Editorial Description: The Family Handyman is edited for the homeowner with an active interest in home improvement. Major editorial categories include home improvement, repair and maintenance, home technologies, home furnishings and decorating, yard and garden care. Additional themes include woodworking, auto care, new products and general interest. The graphic emphasis is on step-by-step photos and illustrations as well as detailed plans and diagrams. Editorial departments include Ask Handyman, Reader Letters, Using Tools, Shop News, Pro Advice, Appliance Repair and Handyman Garage, Understandable Home Technologies, Home Finance and Home and Shop Improvements.

Member: ABC

Primary SRDS Classification No. C-24

HOME

Home Magazine Publishing Corp.
140 East 45th Street
2 Grand Central Towers
New York, NY 10017
(212) 682-4040
Year founded: 1954
Published: Monthly

Editorial Description: HOME is edited for home enthusiasts. Eight out of ten editorial pages are devoted to remodeling, furnishings, architecture and building. It covers new and remodeled kitchens and baths, room additions and conversions, renovations, decorating and design projects, luxury accessories and amenities, landscaping, etc. Features also include interviews with industry professionals, such as decorators, designers and architects. In addition to feature articles, HOME's departments include news and financial information of interest to homeowners, energy conservation, home plans, a buying guide, direct response products, listings of brochures and product literature available from manufacturers, and maintenance and repair information.

Member: ABC

Primary SRDS Classification No. C-24

Figures are Folio estimates for the calendar year 1985.

HOME

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	Better Homes and Gardens	205,548
2	Southern Living	100,633
3	Sunset	62,923
4	Architectural Digest	52,084
5	Country Living	46,051
6	House Beautiful	37,315
7	House & Garden	35,827
8	1,001 Home Ideas	31,997
9	Home Mechanix	31,003
10	Family Handyman	23,048
11	Rodale's Org. Gardening	22,814
12	Metropolitan Home	22,716
13	Home	18,989
14	Colonial Homes	14,586
15	Country Home	14,485
16	Practical Homeowner	13,747
17	Homeowner	8,652
18	Workbench	7,231
19	Southern Accents	7,175
20	Country Journal	6,766
21	Houston Home & Garden	6,232
22	Americana	5,679
23	Early American Life	5,448
24	Texas Homes	5,340
	Total	786,289

% Chg. Total Revenue

	1985 vs. 1984	%
1	Home	26.5
2	Practical Homeowner	23.4
3	Country Living	22.4
4	Homeowner	18.1
5	1,001 Home Ideas	17.8
6	Southern Accents	16.9
7	Southern Living	10.7
8	Sunset	8.1
9	House & Garden	6.5
10	Americana	5.4
11	Texas Homes	4.8
12	Metropolitan Home	3.5
13	Architectural Digest	2.3
14	Family Handyman	1.5
15	Early American Life	0.9
16	Country Journal	0.6
17	Better Homes and Gardens	0.3
18	Colonial Homes	−0.7
19	Workbench	−2.4
20	Rodale's Org. Gardening	−3.2
21	House Beautiful	−4.4
22	Houston Home & Garden	−5.1
23	Home Mechanix	−9.8
24	Country Home	ne

Subscription Revenue

		$000
1	Better Homes and Gardens	71,538
2	Southern Living	38,168
3	1,001 Home Ideas	20,379
4	Architectural Digest	18,201
5	Rodale's Org. Gardening	13,892
6	Country Living	13,426
7	Sunset	13,240
8	Home Mechanix	12,078
9	House & Garden	10,829
10	Family Handyman	10,752
11	Practical Homeowner	7,434
12	House Beautiful	7,229
13	Home	6,946
14	Metropolitan Home	6,935
15	Homeowner	6,155
16	Country Home	6,053
17	Colonial Homes	4,504
18	Early American Life	4,053
19	Workbench	4,043
20	Country Journal	4,024
21	Americana	3,530
22	Southern Accents	2,707
23	Texas Homes	1,085
24	Houston Home & Garden	891
	Total	288,092

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	Homeowner	21.4
2	Home	20.5
3	Country Living	18.0
4	Practical Homeowner	17.0
5	1,001 Home Ideas	16.4
6	Southern Accents	16.3
7	Southern Living	13.6
8	Family Handyman	12.9
9	Metropolitan Home	9.5
10	House Beautiful	9.0
11	Americana	7.7
12	Country Journal	6.5
13	Architectural Digest	4.6
14	House & Garden	3.7
15	Better Homes and Gardens	3.6
16	Houston Home & Garden	2.9
17	Early American Life	2.3
18	Colonial Homes	0.4
19	Rodale's Org. Gardening	0.2
20	Workbench	−0.9
21	Home Mechanix	−1.0
22	Sunset	−2.2
23	Texas Homes	−2.9
24	Country Home	ne

▶

ne = not estimated

Don DiNovi/Custom Home Builder
Demarest, New Jersey
Average Year: 5 homes
Annual Total: $3,000,000

"I've recommended HOME to all my builder friends, and I think every one of them has subscribed."

Of our 800,000 HOME enthusiasts, 73,600 built custom homes (worth $11.5 billion) last year. *That's 15 times the U.S. average.* And it's hardly surprising that the magazine home-active consumers turn to has developed a following of residential pros.

Source: 1986 HOME Subscriber Survey;
Spring 1986 MRI; U.S. Census Bureau

HOME
CREATIVE IDEAS FOR HOME DESIGN

HOME

Continued

Avg. Subscription Circ.

1	Better Homes and Gardens	7,460,602
2	Southern Living	2,151,682
3	1,001 Home Ideas	1,499,671
4	Sunset	1,303,913
5	Home Mechanix	1,297,199
6	Rodale's Org. Gardening	1,257,231
7	Family Handyman	1,147,363
8	Country Living	956,128
9	Workbench	846,844
10	Practical Homeowner	702,010
11	Homeowner	661,259
12	Metropolitan Home	650,666
13	Home	590,380
14	House Beautiful	587,816
15	House & Garden	525,810
16	Architectural Digest	513,599
17	Country Home	500,304
18	Colonial Homes	394,472
19	Americana	380,682
20	Early American Life	321,224
21	Country Journal	302,179
22	Southern Accents	155,104
23	Houston Home & Garden	71,939
24	Texas Homes	71,332
	Total	**24,349,409**

% Chg. Avg. Sub. Circ.

1985 vs. 1984		%
1	Home	19.2
2	Southern Accents	17.9
3	Country Living	17.8
4	House & Garden	11.0
5	Homeowner	8.0
6	Americana	7.5
7	Country Journal	4.2
8	Early American Life	4.1
9	Architectural Digest	3.9
10	Southern Living	2.0
11	Practical Homeowner	1.9
12	Houston Home & Garden	1.2
13	1,001 Home Ideas	0.7
14	Metropolitan Home	0.3
15	Workbench	0.3
16	Family Handyman	0.2
17	Sunset	0.0
18	Better Homes and Gardens	− 0.4
19	House Beautiful	− 1.7
20	Texas Homes	− 2.9
21	Colonial Homes	− 3.3
22	Rodale's Org. Gardening	− 7.9
23	Home Mechanix	− 10.0
24	Country Home	ne

Net Chg. Avg. Sub. Circ.

1985 vs. 1984		
1	Country Living	144,604
2	Home	94,907
3	House & Garden	52,077
4	Homeowner	48,922
5	Southern Living	42,265
6	Americana	26,554
7	Southern Accents	23,495
8	Architectural Digest	19,351
9	Practical Homeowner	13,215
10	Early American Life	12,730
11	Country Journal	12,315
12	1,001 Home Ideas	10,698
13	Workbench	2,511
14	Metropolitan Home	2,159
15	Family Handyman	2,112
16	Houston Home & Garden	854
17	Sunset	− 123
18	Texas Homes	− 2,118
19	House Beautiful	− 10,117
20	Colonial Homes	− 13,412
21	Better Homes and Gardens	− 28,184
22	Rodale's Org. Gardening	− 108,305
23	Home Mechanix	− 144,601
24	Country Home	ne
	Total	**201,909**

Newsstand Revenue

		$000
1	Country Living	11,382
2	Better Homes and Gardens	10,748
3	House Beautiful	5,894
4	Architectural Digest	5,231
5	Southern Living	4,691
6	Country Home	4,655
7	House & Garden	4,351
8	Colonial Homes	3,637
9	Home	2,535
10	Home Mechanix	2,202
11	Metropolitan Home	1,911
12	Sunset	1,705
13	Southern Accents	1,235
14	Family Handyman	1,037
15	1,001 Home Ideas	954
16	Early American Life	565
17	Country Journal	502
18	Homeowner	413
19	Practical Homeowner	392
20	Houston Home & Garden	377
21	Texas Homes	376
22	Workbench	332
23	Americana	278
24	Rodale's Org. Gardening	215
	Total	**65,618**

ne = not estimated

MAGAZINE PROFILES

Home Mechanix

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6581
Year founded: 1928
Published: Monthly

Editorial Description: Home Mechanix is devoted to home improvement and automotive care. Home Mechanix provides home managers with detailed instruction for Do-It-Yourself projects. It also provides information to help the reader make informed decisions when specifying products and materials, or engaging craftsmen, contractors and mechanics.

Member: ABC

Primary SRDS Classification No. C-29

The Homeowner

Family Media, Inc.
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1975
Published: 10x per year

Editorial Description: The Homeowner covers major home improvements, remodeling and modernization, both do-it-yourself and professionally contracted. Remodeling and decorating ideas are combined with practical means of achieving them. Planning, estimating and buying tips are included along with techniques and tools. Each issue features a major area of homeowner interest and involvement.

Member: ABC

Primary SRDS Classification No.: C-24

House & Garden

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1901
Published: Monthly

Editorial Description: House & Garden is a magazine devoted to decoration, design, architecture and the arts. Features and photographs focus on the viewpoint of writers, artists and architects, and the homes of people whose style of living is individual and distinctive. Current commentary on books, films, travel, gardens, food and wine is also included.

Member: ABC

Primary SRDS Classification No. C-24

House Beautiful

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5082
Year founded: 1896
Published: Monthly

Editorial Description: House Beautiful is a home magazine designed for families interested in their homes and home furnishings. Architectural and decorating articles range from advanced design concepts to practical home planning and maintenance information. The editorial content is primarily devoted to home furnishings, management and building; secondly, as a guide to good living, it regularly includes articles on travel, gardening, entertainment, food, liquor, music and beauty.

Member: ABC

Primary SRDS Classification No. C-24

Houston Home & Garden

City Home Publishing, Inc.
5615 Kirby Drive, Suite 600
P.O. Box 25386
Houston, TX 77005
(713) 524-3000
Year founded: 1974
Published: Monthly

Editorial Description: Houston Home & Garden magazine is an upscale local shelter and lifestyle magazine for the Houston market. Columns include art, travel, in shape, design, dining in, etc. The main editorial features homes, landscaping and entertaining ideas.

Member: ABC

Primary SRDS Classification No. C-24

Metropolitan Home

Meredith Corporation
750 Third Avenue
New York, NY 10017
(212) 557-6600
Year founded: 1981
Published: Monthly

Editorial Description: Metropolitan Home contains coverage of home design, home furnishings, food, wines and spirits, entertaining, electronics and travel and defines the art of living well for quality-conscious young adults. Metropolitan Home contains first-hand news and guidance toward achieving the readers' own personal style.

Member: ABC

Primary SRDS Classification No. C-24

Figures are Folio estimates for the calendar year 1985.

HOME

Continued

Avg. Newsstand Circ.

1	Better Homes and Gardens	581,628
2	Country Living	486,429
3	Country Home	263,000
4	House Beautiful	251,886
5	Colonial Homes	202,067
6	Southern Living	156,374
7	Home Mechanix	114,704
8	Home	108,336
9	Architectural Digest	96,864
10	Sunset	94,705
11	House & Garden	90,638
12	Metropolitan Home	67,463
13	Family Handyman	59,234
14	Southern Accents	51,459
15	1,001 Home Ideas	37,322
16	Workbench	36,917
17	Early American Life	36,504
18	Practical Homeowner	27,071
19	Homeowner	24,032
20	Country Journal	21,433
21	Americana	18,552
22	Houston Home & Garden	13,206
23	Texas Homes	12,531
24	Rodale's Org. Gardening	9,192
	Total	2,861,547

% Chg. Avg. News. Circ.

1985 vs. 1984		%
1	Home	30.0
2	1,001 Home Ideas	17.2
3	Practical Homeowner	15.3
4	Texas Homes	12.6
5	Southern Accents	11.5
6	Country Living	10.5
7	Better Homes and Gardens	7.2
8	Southern Living	7.1
9	Sunset	6.1
10	House & Garden	1.0
11	Country Journal	−4.1
12	Workbench	−4.9
13	Colonial Homes	−5.2
14	Early American Life	−6.8
15	House Beautiful	−7.2
16	Family Handyman	−8.0
17	Architectural Digest	−9.3
18	Metropolitan Home	−9.4
19	Americana	−9.8
20	Houston Home & Garden	−11.0
21	Homeowner	−11.9
22	Rodale's Org. Gardening	−12.2
23	Home Mechanix	−23.5
24	Country Home	ne

Net Chg. Avg. News. Circ.

1985 vs. 1984		
1	Country Living	46,083
2	Better Homes and Gardens	39,294
3	Home	25,021
4	Southern Living	10,332
5	1,001 Home Ideas	5,477
6	Sunset	5,403
7	Southern Accents	5,324
8	Practical Homeowner	3,583
9	Texas Homes	1,399
10	House & Garden	912
11	Country Journal	−927
12	Rodale's Org. Gardening	−1,272
13	Houston Home & Garden	−1,639
14	Workbench	−1,884
15	Americana	−2,021
16	Early American Life	−2,667
17	Homeowner	−3,254
18	Family Handyman	−5,120
19	Metropolitan Home	−7,038
20	Architectural Digest	−9,936
21	Colonial Homes	−11,041
22	House Beautiful	−19,518
23	Home Mechanix	−35,214
24	Country Home	ne
	Total	41,297

% Chg. News. Revenue

1985 vs. 1984		%
1	Home	30.0
2	1,001 Home Ideas	28.0
3	Practical Homeowner	23.7
4	Southern Living	19.0
5	Americana	15.5
6	Rodale's Org. Gardening	14.4
7	Southern Accents	13.0
8	Texas Homes	12.5
9	Country Journal	11.9
10	Country Living	10.5
11	Better Homes and Gardens	10.1
12	Metropolitan Home	9.6
13	Sunset	6.1
14	Houston Home & Garden	5.9
15	Homeowner	1.1
16	House & Garden	1.0
17	Early American Life	−3.9
18	Workbench	−4.8
19	Colonial Homes	−5.2
20	House Beautiful	−7.2
21	Family Handyman	−7.9
22	Architectural Digest	−9.3
23	Home Mechanix	−18.4
24	Country Home	ne

ne = not estimated

Milton Krieger / Bathroom Designer
Ft. Lauderdale, Florida
Average Year: 55 Projects
Annual Total: $400,000

"HOME brings true sophistication to bath design. They're bathrooms you can live with."

A phenomenal 21% of our 800,000 HOME enthusiasts added and remodeled bathrooms last year, spending nearly *10 times the U.S. average.* But the fact that even an award-winning design pro like Milton Krieger keeps a file of HOME designs helps explain the phenomenon.

Source: 1986 HOME Subscriber Survey; Spring 1986 MRI, adults; 1986 "Home Modernization Study"

HOME
CREATIVE IDEAS FOR HOME DESIGN

HOME

Continued

1,001 Home Ideas

Family Media, Inc.
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1941
Published: Monthly

Editorial Description: 1,001 Home Ideas, a shelter magazine, is edited for homeowners interested in interior design, remodeling, building and better living. "How America Copes," a regular home feature, offers solutions to specific family living problems. Major home-building and remodeling stories, including exterior and interior features, house plans are included. Advice on design, color, fabrics, carpeting, home furnishings, room arrangements, home appliances and equipment appear in each issue. "Can Do Clinic" presents step by step instructions for do-it-yourselfers. Entertainment, food, and craft articles appear regularly.

Member: ABC
Primary SRDS Classification No. C-24

Rodale's Organic Gardening

(formerly Organic Gardening)

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1942
Published: Monthly

Editorial Description: Rodale's Organic Gardening is a "how-to-do-it" home gardening magazine which offers practical advice on fruit and vegetable growing, along with ornamentals, landscaping and lawn care. It also features processing and preparation of healthful foods in the Gardener's Kitchen, home and grounds improvement projects, and other aspects of an active homeowners lifestyle.

Member: ABC
Primary SRDS Classification No. C-21

Practical Homeowner

(formerly New Shelter)

Rodale Press, Inc.
33 East Minor St.
Emmaus, PA 18049
(215) 967-5171
Year founded: 1980
Published: 9X per year

Editorial Description: Practical Homeowner is edited for the homeowner who brings a "hands on" approach to the improvement of his home and grounds. It offers information, projects, and techniques for home remodeling and renovation, maintenance and repair, landscaping and gardening, and energy conservation, as well as financial management and new home design and construction. Editorial content is devoted to showing the reader how to develop and use skills and knowledge that will enable him to create a secure, efficient, healthful, and enjoyable home environment, whether doing the work or with the help of professional contractors.

Member: ABC
Primary SRDS Classification No. C-24

Southern Accents

Southern Accents, Inc.
820 Shades Creek Parkway
Birmingham, AL 35201
(205) 877-6000
Year founded: 1977
Published: Bimonthly

Editorial Description: Southern Accents is edited for those who recognize and appreciate the gracious lifestyle of the South. Each issue features the interiors and gardens of fine Southern residences. Departments on antiques, period furniture, gardens and the arts are regular features.

Member: ABC
Primary SRDS Classification No. C-24

Southern Living

Southern Living, Inc.
820 Shades Creek Parkway
P.O. Box 523
Birmingham, AL 35201
(205) 877-6000
Year founded: 1966
Published: Monthly

Editorial Description: Southern Living is edited for, and concerns the tastes and interests of contemporary Southerners. The magazine regularly traces developments in the areas of travel and recreation, homes and building, gardening and landscaping, and food and entertaining.

Member: ABC
Primary SRDS Classification No. C-24

Sunset

Lane Publishing Co.
80 Willow Road
Menlo Park, CA 94025
(415) 321-3600
Year founded: 1898
Published: Monthly

Editorial Description: Sunset, The Magazine of Western Living is published for the 13 Western states, including Hawaii. It is a "how-to-do-it" guide covering the areas of travel; food and entertaining; home and building; remodeling and maintenance; and gardening. It is published in four editorial zone editions so that contents may be localized within the Western region it serves.

Member: ABC
Primary SRDS Classification No. C-24

Texas Homes

Southwest Media Corporation
3988 N. Central Expressway, Suite 1200
Dallas, TX 75204
(214) 827-5000
Year founded: 1977
Published: Monthly

Editorial Description: Texas Homes is a magazine of fine interiors for the Southwest. Each issue highlights homes, new trends in design, decorating, home furnishings and art. Editorial regular features include pictorial tours of custom and historic homes, gardens, architecture, art and design.

Member: ABC, MPA
Primary SRDS Classification No. C-30A

WORKBENCH

The Do-It-Yourself Magazine

Modern Handcraft, Inc.
4251 Pennsylvania Avenue
Kansas City, MO 64111
(816) 531-5730
Year founded: 1957
Published: Bimonthly

Editorial Description: WORKBENCH is directed to do-it-yourself homeowners who are deeply involved with all facets of home improvement and woodworking. Both inside and outside projects are covered with complete instructions, drawings and photographs used to guide the reader from start to finish.

Member: ABC
Primary SRDS Classification No. C-24

HOME ENTERTAINMENT

Ad Pages

1	San Francisco Focus	1,173
2	Audio	1,038
3	Video	932
4	Video Review	735
5	Stereo Review	638
6	Satellite Orbit	456
7	High Fidelity	444
8	Cable Guide	234
9	Dial	158
	Total	**5,808**

% Chg. Ad Pages

1985 vs. 1984

		%
1	Stereo Review	13.6
2	Audio	10.0
3	Video Review	7.5
4	Video	5.3
5	High Fidelity	0.0
6	Satellite Orbit	ne
7	San Francisco Focus	ne
8	Dial	ne
9	Cable Guide	ne

Net Chg. Ad Pages

1985 vs. 1984

1	Audio	94
2	Stereo Review	76
3	Video Review	51
4	Video	47
5	High Fidelity	0
6	Satellite Orbit	ne
7	San Francisco Focus	ne
8	Dial	ne
9	Cable Guide	ne
	Total	**268**

Avg. Ad Pages/Copy

1	San Francisco Focus	98
2	Audio	87
3	Video	78
4	Video Review	61
5	Stereo Review	53
6	Satellite Orbit	38
7	High Fidelity	37
8	Cable Guide	20
9	Dial	13

Ad Revenue

		$000
1	Stereo Review	13,450
2	Cable Guide	11,583
3	Audio	8,671
4	Video Review	8,229
5	High Fidelity	7,077
6	Video	6,779
7	San Francisco Focus	4,760
8	Dial	2,530
9	Satellite Orbit	1,100
	Total	**64,179**

% Chg. Ad Revenue

1985 vs. 1984

		%
1	Video	24.0
2	Audio	23.1
3	Video Review	20.9
4	High Fidelity	6.6
5	Stereo Review	2.6
6	Satellite Orbit	ne
7	San Francisco Focus	ne
8	Dial	ne
9	Cable Guide	ne

Net Chg. Ad Revenue

1985 vs. 1984

		$000
1	Audio	1,629
2	Video Review	1,421
3	Video	1,313
4	High Fidelity	437
5	Stereo Review	346
6	Satellite Orbit	ne
7	San Francisco Focus	ne
8	Dial	ne
9	Cable Guide	ne
	Total	**5,146**

Avg. Edit. Pages/Copy

1	Satellite Orbit	282
2	San Francisco Focus	95
3	Video	84
4	Audio	76
5	Video Review	72
6	Stereo Review	58
7	High Fidelity	52
8	Cable Guide	46
9	Dial	27

Average Circulation

1	Cable Guide	5,389,446
2	Dial	1,266,674
3	Stereo Review	566,783
4	High Fidelity	410,242
5	Video Review	389,294
6	Video	321,196
7	Satellite Orbit	224,007
8	San Francisco Focus	172,384
9	Audio	159,838
	Total	**8,899,864**

% Chg. Avg. Circ.

1985 vs. 1984

		%
1	Video	15.0
2	Video Review	9.5
3	Audio	4.1
4	High Fidelity	3.5
5	Stereo Review	– 2.0
6	Satellite Orbit	ne
7	San Francisco Focus	ne
8	Dial	ne
9	Cable Guide	ne

Net Chg. Avg. Circ.

1985 vs. 1984

1	Video	41,977
2	Video Review	33,923
3	High Fidelity	13,964
4	Audio	6,289
5	Stereo Review	– 11,737
6	Satellite Orbit	ne
7	San Francisco Focus	ne
8	Dial	ne
9	Cable Guide	ne
	Total	**84,416**

Avg. Total Pages/Copy

ad pages + edit. pages

1	Satellite Orbit	320
2	San Francisco Focus	193
3	Audio	163
4	Video	162
5	Video Review	133
6	Stereo Review	111
7	High Fidelity	89
8	Cable Guide	66
9	Dial	40

▶

ne = not estimated

MAGAZINE PROFILES

Audio

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6335
Year founded: 1947
Published: Monthly

Editorial Description: Audio is edited for stereo equipment enthusiasts, music-listening devotees, and professionals in the sound field. Each issue includes equipment and LP record reviews for the buying guidance of readers; articles on stereo high fidelity equipment, as well as on audio and recording for the professional, serious amateur, and hobbyist; a variety of features by audio columnists; new products, "What's New in Audio," and question & answer columns.

Member: ABC

Primary SRDS Classification No. C-33

The Cable Guide

TVSM, Inc.
201 Gibraltar Rd.
Horsham, PA 19044
(215) 443-9300
Year founded: 1980
Published: Monthly

Editorial Description: The Cable Guide is aimed specifically at TV viewers who subscribe to commercial-free pay TV. The Cable Guide is customized for each cable system it serves throughout the United States and carries pay TV and satellite listings, movie highlights, and editorial features on stars of current motion pictures.

Member: BPA

Primary SRDS Classification No. C-30B

Dial

Public Broadcasting Communications
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1980
Published: Monthly

Editorial Description: Dial, the magazine for public television, is edited for those viewers who financially support Public Television. It publishes a preview of each month's programming broken down into categories such as drama, kids, documentary, and the performing and visual arts. Dial publishes news of Public Television's people and articles relating to PBS specials and series ranging from Sesame Street to Masterpiece Theater, from Nova to The MacNeil/Lehrer NewsHour, and Great Performances. Each issue also contains programming information for thirteen separate editions in the following cities: New York, L.A., Chicago, Boston, Washington, D.C., Seattle, Dallas/Fort Worth, Portland, Tampa, Miami, Indianapolis, New Orleans and Salt Lake City.

Member: ABC

Primary SRDS Classification No. C-30B

High Fidelity

ABC Consumer Magazines, Inc.
825 Seventh Avenue
New York, NY 10019
(212) 265-8360
Year founded: 1951
Published: Monthly

Editorial Description: High Fidelity addresses the home audio, video, music and home entertainment enthusiast with lab test reports on audio, video and car stereo equipment; news and features on those topics plus emerging new technologies such as home computers and digital audio; and critical reviews of popular and classical recordings on compact disc, videodisc, videocassette, and standard LPs. Spans the knowledge

▶

HOME ENTERTAINMENT

Continued

Total Revenue

ad rev. + circ. rev.		$000
1	Stereo Review	18,114
2	Video Review	13,234
3	Satellite Orbit	12,250
4	High Fidelity	11,927
5	Cable Guide	11,583
6	Audio	11,208
7	Video	11,146
8	Dial	6,330
9	San Francisco Focus	5,707
	Total	**101,499**

% Chg. Total Revenue

1985 vs. 1984		%
1	Audio	20.2
2	Video	17.7
3	Video Review	15.8
4	High Fidelity	6.7
5	Stereo Review	2.1
6	Satellite Orbit	ne
7	San Francisco Focus	ne
8	Dial	ne
9	Cable Guide	ne

Subscription Revenue

		$000
1	Satellite Orbit	9,078
2	High Fidelity	4,093
3	Dial	3,800
4	Stereo Review	3,262
5	Video Review	2,846
6	Video	2,468
7	Audio	1,371
8	San Francisco Focus	837
9	Cable Guide	0
	Total	**27,755**

% Chg. Sub. Revenue

1985 vs. 1984		%
1	Video	17.7
2	High Fidelity	8.8
3	Video Review	7.4
4	Audio	3.5
5	Stereo Review	-5.1
6	Cable Guide	n/a
7	Satellite Orbit	ne
8	San Francisco Focus	ne
9	Dial	ne

Avg. Subscription Circ.

1	Dial	1,266,674
2	Stereo Review	502,923
3	High Fidelity	378,716
4	Video Review	299,378
5	Video	240,078
6	Satellite Orbit	189,117
7	San Francisco Focus	167,387
8	Audio	114,257
9	Cable Guide	0
	Total	**3,158,530**

% Chg. Avg. Sub. Circ.

1985 vs. 1984		%
1	Video	21.4
2	Video Review	10.4
3	High Fidelity	4.3
4	Audio	0.5
5	Stereo Review	-2.5
6	Cable Guide	n/a
7	Satellite Orbit	ne
8	San Francisco Focus	ne
9	Dial	ne

Net Chg. Avg. Sub. Circ.

1985 vs. 1984		
1	Video	42,371
2	Video Review	28,294
3	High Fidelity	15,743
4	Audio	572
5	Stereo Review	-12,933
6	Cable Guide	n/a
7	Satellite Orbit	ne
8	San Francisco Focus	ne
9	Dial	ne
	Total	**74,047**

Newsstand Revenue

		$000
1	Video Review	2,158
2	Satellite Orbit	2,072
3	Video	1,898
4	Stereo Review	1,402
5	Audio	1,165
6	High Fidelity	757
7	San Francisco Focus	110
8	Dial	0
9	Cable Guide	0
	Total	**9,562**

Avg. Newsstand Circ.

1	Video Review	89,917
2	Video	81,118
3	Stereo Review	63,860
4	Audio	45,582
5	Satellite Orbit	34,890
6	High Fidelity	31,526
7	San Francisco Focus	4,998
8	Dial	0
9	Cable Guide	0
	Total	**351,891**

% Chg. Avg. News. Circ.

1985 vs. 1984		%
1	Audio	14.3
2	Video Review	6.7
3	Stereo Review	1.9
4	Video	-0.5
5	High Fidelity	-5.3
6	Dial	n/a
7	Cable Guide	n/a
8	Satellite Orbit	ne
9	San Francisco Focus	ne

Net Chg. Avg. News. Circ.

1985 vs. 1984		
1	Audio	5,717
2	Video Review	5,630
3	Stereo Review	1,197
4	Video	-394
5	High Fidelity	-1,779
6	Dial	n/a
7	Cable Guide	n/a
8	Satellite Orbit	ne
9	San Francisco Focus	ne
	Total	**10,371**

% Chg. News. Revenue

1985 vs. 1984		%
1	Audio	21.7
2	Stereo Review	16.6
3	Video Review	9.4
4	Video	-0.5
5	High Fidelity	-2.9
6	Dial	n/a
7	Cable Guide	n/a
8	Satellite Orbit	ne
9	San Francisco Focus	ne

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

range from neophyte to buff with information on how to buy equipment, which equipment is best, how components work, etc. Includes periodic buying guides.

Member: ABC

Primary SRDS Classification No. C-33

San Francisco Focus

KQED, Inc.
680 Eighth Street
San Francisco, CA 94103
(415) 553-2800
Year founded: 1968
Published: Monthly

Editorial Description: San Francisco Focus covers the people and the issues, the arts and entertainment that are vital to San Francisco. Includes regular editorial coverage of fashion, food, home interiors, and travel with monthly coverage of restaurants, film, performing arts and visual arts.

Member: ABC

Primary SRDS Classification No. C-30A

Satellite ORBIT

CommTek Inc.
P.O. Box 53
Boise, ID 83707
(208) 322-2888
Year founded: 1982
Published: Monthly

Editorial Description: Satellite ORBIT contains one month of programming for nearly 100 channels of satellite television. Orbit features articles on celebrities, arts, popular culture, entertainment previews, equipment reviews, and news updates—as they pertain to home satellite TV viewing. The program section includes the daily listings, highlights of movies and sports, and an overview of the type of programming available on each satellite transponder.

Member: ABC

Primary SRDS Classification No. C-47

Stereo Review

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6011
Year founded: 1958
Published: Monthly

Editorial Description: Stereo Review is edited for the stereo equipment enthusiast and for music lovers who wish to increase their listening enjoyment. Each issue features reviews of stereo equipment and of popular, classical, jazz and folk music recordings as well as articles, columns, and departments to new products, technical questions and answers and news of the music world.

Member: ABC

Primary SRDS Classification No. C-33

(Continued on page 126)

INFLIGHT

Ad Pages

1 AmericanWay	1,485
2 Eastern Review	1,143
3 United	1,125
4 Sky	884
5 Pan Am Clipper	703
6 TWA Ambassador	667
Total	**6,007**

% Chg. Ad Pages

1985 vs. 1984	%
1 AmericanWay	21.0
2 Sky	−2.7
3 TWA Ambassador	−5.5
4 Pan Am Clipper	−6.7
5 Eastern Review	−16.7
6 United	−17.1

Net Chg. Ad Pages

1985 vs. 1984	
1 AmericanWay	258
2 Sky	−25
3 TWA Ambassador	−39
4 Pan Am Clipper	−51
5 Eastern Review	−229
6 United	−232
Total	**−318**

Avg. Ad Pages/Copy

1 Eastern Review	95
2 United	94
3 Sky	74
4 Pan Am Clipper	59
5 AmericanWay	57
6 TWA Ambassador	56

Ad Revenue

	$000
1 United	15,686
2 Eastern Review	13,485
3 AmericanWay	11,402
4 Sky	9,533
5 Pan Am Clipper	5,719
6 TWA Ambassador	5,508
Total	**61,333**

% Chg. Ad Revenue

1985 vs. 1984	%
1 Sky	21.2
2 TWA Ambassador	8.0
3 Pan Am Clipper	2.6
4 Eastern Review	−4.7
5 AmericanWay	−6.0
6 United	−8.8

Net Chg. Ad Revenue

1985 vs. 1984	$000
1 Sky	1,669
2 TWA Ambassador	406
3 Pan Am Clipper	143
4 Eastern Review	−664
5 AmericanWay	−732
6 United	−1,514
Total	**−690**

Avg. Edit. Pages/Copy

1 Eastern Review	74
2 Sky	74
3 United	61
4 TWA Ambassador	57
5 AmericanWay	56
6 Pan Am Clipper	45

Average Circulation

1 United	407,425
2 Eastern Review	332,570
3 Sky	294,000
4 TWA Ambassador	269,234
5 Pan Am Clipper	233,461
6 AmericanWay	151,003
Total	**1,687,693**

% Chg. Avg. Circ.

1985 vs. 1984	%
1 TWA Ambassador	8.1
2 Eastern Review	4.9
3 United	2.0
4 Pan Am Clipper	1.2
5 Sky	0.0
6 AmericanWay	−40.7

Net Chg. Avg. Circ.

1985 vs. 1984	
1 TWA Ambassador	20,084
2 Eastern Review	15,657
3 United	7,988
4 Pan Am Clipper	2,839
5 Sky	0
6 AmericanWay	−103,618
Total	**−57,050**

Avg. Total Pages/Copy

ad pages + edit. pages	
1 Eastern Review	169
2 United	155
3 Sky	147
4 AmericanWay	114
5 TWA Ambassador	112
6 Pan Am Clipper	104

Total Revenue

ad rev. + circ. rev.	$000
1 United	15,686
2 Eastern Review	13,485
3 AmericanWay	11,402
4 Sky	9,533
5 Pan Am Clipper	5,719
6 TWA Ambassador	5,508
Total	**61,333**

% Chg. Total Revenue

1985 vs. 1984	%
1 Sky	21.2
2 TWA Ambassador	8.0
3 Pan Am Clipper	2.6
4 Eastern Review	−4.7
5 AmericanWay	−6.0
6 United	−8.8

MAGAZINE PROFILES

AmericanWay

AA Magazine Publications
P.O. Box 619616
DFW Airport, TX 75261-9616
(817) 355-1583
Year founded: 1966
Published: Biweekly

Editorial Description: AmericanWay is edited for the air traveler. The subject matter varies, and includes: business, sports, travels, humor, art, outdoor activities, music, foods and profiles of unusual people and institutions.

Member: BPA

Primary SRDS Classification No. C-1

Eastern Review

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1976
Published: Monthly

Editorial Description: Eastern Review is a collection of the nation's current periodic literature, including articles on business, society, arts and a wide range of other subjects.

Member: BPA

Primary SRDS Classification No. C-1

Pan Am Clipper

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1961
Published: Monthly

Editorial Description: Pan Am Clipper is a general interest magazine for international and domestic airline travelers. Editorial content emphasizes business, travel entertainment, sports, photo essays, ideas and trends, dining, and the arts.

Member: BPA

Primary SRDS Classification No. C-1 ▶

INFLIGHT

Continued

Sky

(formerly Delta Sky)

Halsey Publishing Company
12955 Biscayne Boulevard, Suite 202
North Miami, FL 33181
(305) 893-1520
Year founded: 1972
Published: Monthly

Editorial Description: Delta Sky is a national magazine edited for the passengers on Delta flights. Articles include human interest, travel, sports, personality interviews, arts, book review, special features and hi-tech/computer column each month.

Primary SRDS Classification No. C-1

TWA Ambassador

East/West Network, Inc.
34 East 51st St.
New York, NY 10022
(212) 888-5900
Year founded: 1968
Published: Monthly

Editorial Description: TWA Ambassador is edited for TWA passengers. Feature articles and regular departments provide coverage of business, the arts, fashion, travel, sports, social concerns and personalities. Also included is in-flight information, TWA route maps, information on TWA cities.

Member: BPA
Primary SRDS Classification No. C-1

United

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1957
Published: Monthly

Editorial Description: United focuses on the achievements and lifestyles of the people who influence America. It profiles chief executives of major corporations and eminent professionals in law, architecture, medicine, art, education and entertainment. It also carries travel destination and service features.

Member: BPA
Primary SRDS Classification No. C-1

BUSINESS & FINANCIAL

Continued from page 97

Sylvia Porter's Personal Finance Magazine

Sylvia Porter's Personal Finance Magazine Company
380 Lexington Ave.
New York, NY 10017
(212) 557-9100
Year founded: 1983
Published: Bimonthly

Editorial Description: Sylvia Porters Personal Finance Magazine covers areas of consumer economics, with features on investing, real estate, taxes, entrepreneurism, etc. In addition to regular features, each issue contains a special section giving in-depth information on a subject of special concern to readers.

Member: ABC
Primary SRDS Classification No. C-8

VENTURE

The Magazine for Entrepreneurs

Venture Magazine Inc.
521 Fifth Avenue
New York, NY 10175
(212) 682-7373
Year founded: 1979
Published: Monthly

Editorial Description: VENTURE is edited for the executive who conceives new ideas for businesses, maps strategies to bring those companies into being, and does the work that is necessary to make them go. Each issue provides news, trends and information for these executives with which to operate, manage and expand their businesses, and reward themselves with the good things in life. Features explore topics ranging from emerging industries to economic trends and entrepreneurial management. Departments include Entreprenews, Making It Happen, Personal Portfolios, Venture Financing, Managing Ventures, Putting Ideas Into Action, Franchise Facts, Venture Strategies, Book Reviews and a Washington Newsletter.

Member: ABC

Primary SRDS Classification No. C-8

Working Woman

Hal Publications, Inc.
342 Madison Avenue
New York, NY 10173
(212) 309-9800
Year founded: 1976
Published: Monthly

Editorial Description: Working Woman is edited for women who are in management careers, in business. Contents include special sections devoted to entrepreneurs, as well as articles on business news, business and economic trends, technology, law, politics, current issues, finance, investment options, career fields, management, the social and behavioral sciences, travel and other lifestyle editorial as well as fashion, health and entertaining.

Member: ABC
Primary SRDS Classification No. C-49

HOME ENTERTAINMENT

Continued from page 124

Video

Reese Communications, Inc.
460 West 34th Street
New York, NY 10001
(212) 947-6500
Year founded: 1978
Published: Monthly

Editorial Description: Video magazine is edited for video equipment and programming enthusiasts as well as the prospective purchaser of VCRs, TVs, tapes and accessories. Articles cover equipment reviews, how-to's, technical tips, money-saving shopping advice, product comparisons, new products, provocative pieces on programming, entertainment, actors, directors, genres, made for video subjects and the practical implications of new technologies for the viewer. Regular departments include new videocassette and disc titles, in-depth product testing, audio applications, technical Q & A, what's new in programming, video personalities, industry news and new product information on VCRs, camcorders, monitors, TVs, disc players, satellite dishes, blank tape, head cleaners and accessories.

Member: ABC
Primary SRDS Classification No. C-47

Video Review

Viare Publishing
902 Broadway
New York, NY 10010
(212) 477-2200
Year founded: 1980
Published: Monthly

Editorial Description: Video Review, Incorporating Home Video, is edited for consumers who want news on home video technology programming, and events, with reviews of videodiscs, tapes, TV programs, by reviewers in different topic areas. There are also "how to" articles on videotaping, editing, camera use, lighting, etc. Also included are investigative reports on controversies of interest to video consumers, shoppers' guides to new equipment, and news coverage of coming technologies, including teletext, direct satellite broadcasts, and low-power TV. Departments include Q&A, New Products, Previews, Coming on TV.

Member: ABC
Primary SRDS Classification No. C-47

LIFESTYLES

Ad Pages

1	Blood-Horse	6,598
2	Yachting	1,942
3	Cruising World	1,619
4	Boating	1,566
5	Sail	1,481
6	Trailer Life	1,418
7	Rolling Stone	1,180
8	Bicycling	852
9	Rodale's Org. Gardening	695
10	Outside	587
11	American Health	559
12	Flying	507
13	Runner's World	498
14	Grit	389
15	Country Journal	328
16	Mother Earth News	268
17	Americana	214
18	Early American Life	122
	Total	**20,823**

% Chg. Ad Pages

1985 vs. 1984		%
1	American Health	38.0
2	Outside	12.9
3	Rolling Stone	8.6
4	Grit	6.6
5	Boating	–1.5
6	Trailer Life	–3.6
7	Blood-Horse	–5.2
8	Yachting	–5.7
9	Cruising World	–7.2
10	Americana	–7.3
11	Mother Earth News	–8.3
12	Sail	–9.6
13	Flying	–11.8
14	Bicycling	–12.5
15	Rodale's Org. Gardening	–12.8
16	Country Journal	–14.0
17	Runner's World	–19.9
18	Early American Life	–25.2

Net Chg. Ad Pages

1985 vs. 1984		
1	American Health	154
2	Rolling Stone	93
3	Outside	67
4	Grit	24
5	Americana	–17
6	Mother Earth News	–24
7	Boating	–25
8	Early American Life	–41
9	Trailer Life	–53
10	Country Journal	–53
11	Flying	–68
12	Rodale's Org. Gardening	–102
13	Yachting	–117
14	Bicycling	–122
15	Runner's World	–124
16	Cruising World	–125
17	Sail	–157
18	Blood-Horse	–360
	Total	**–1,050**

Avg. Ad Pages/Copy

1	Yachting	162
2	Cruising World	135
3	Boating	131
4	Blood-Horse	127
5	Sail	123
6	Trailer Life	118
7	Bicycling	95
8	Rodale's Org. Gardening	58
9	American Health	56
10	Rolling Stone	49
11	Outside	49
12	Mother Earth News	45
13	Flying	42
14	Runner's World	38
15	Americana	36
16	Country Journal	27
17	Early American Life	20
18	Grit	7

Ad Revenue

		$000
1	Rolling Stone	29,473
2	Boating	13,856
3	Yachting	10,654
4	Sail	9,931
5	Rodale's Org. Gardening	8,707
6	American Health	8,329
7	Trailer Life	7,898
8	Flying	7,052
9	Blood-Horse	6,760
10	Bicycling	6,208
11	Runner's World	5,252
12	Outside	4,655
13	Cruising World	4,525
14	Mother Earth News	2,349
15	Country Journal	2,241
16	Grit	1,972
17	Americana	1,871
18	Early American Life	830
	Total	**132,563**

% Chg. Ad Revenue

1985 vs. 1984		%
1	American Health	67.4
2	Rolling Stone	31.3
3	Outside	25.4
4	Boating	24.1
5	Yachting	11.8
6	Trailer Life	6.0
7	Blood-Horse	5.0
8	Flying	3.2
9	Bicycling	2.4
10	Cruising World	0.6
11	Americana	0.0
12	Early American Life	–2.0
13	Sail	–3.7
14	Grit	–4.8
15	Rodale's Org. Gardening	–8.6
16	Country Journal	–10.2
17	Runner's World	–18.0
18	Mother Earth News	–20.3

Net Chg. Ad Revenue

1985 vs. 1984		$000
1	Rolling Stone	7,028
2	American Health	3,355
3	Boating	2,695
4	Yachting	1,127
5	Outside	943
6	Trailer Life	446
7	Blood-Horse	320
8	Flying	218
9	Bicycling	143
10	Cruising World	25
11	Americana	1
12	Early American Life	–17
13	Grit	–99
14	Country Journal	–256
15	Sail	–377
16	Mother Earth News	–599
17	Rodale's Org. Gardening	–821
18	Runner's World	–1,152
	Total	**12,980**

Avg. Edit. Pages/Copy

1	Blood-Horse	127
2	Mother Earth News	109
3	Cruising World	90
4	Bicycling	85
5	Yachting	80
6	Sail	77
7	Trailer Life	76
8	Rodale's Org. Gardening	72
9	Boating	69
10	Runner's World	68
11	Americana	67
12	Early American Life	66
13	Outside	65
14	American Health	62
15	Flying	56
16	Rolling Stone	42
17	Grit	23
18	Country Journal	ne

▶

ne = not estimated

MAGAZINE PROFILES

American Health
Fitness of Body and Mind

American Health Partners
80 Fifth Avenue
New York, NY 10011
(212) 242-2460
Year founded: 1981
Published: 10x per year

Editorial Description: American Health: Fitness of Body and Mind is designed to deal directly with the current emerging lifestyle focused on individual health and well-being. Principal features cover recent developments in such areas as nutrition, fitness and exercise, prevention and psychology. Shorter items cover such topics as stress, new medical technologies, sports medicine and the economics of the health care system, including the evaluation of doctors, drugs, insurance plans, etc.

Member: ABC

Primary SRDS Classification No. C-23

Americana

Americana Magazine, Inc.
29 West 38th Street
New York, NY 10018
(212) 398-1550
Year founded: 1979
Published: Bimonthly

Editorial Description: Americana magazine publishes articles on crafts, collecting, restorations, travel, decorating, cooking, gardening, and a number of other activities with roots in the American past that people are participating in today. Contains practical information, including detailed how-to instructions.

Member: ABC

Primary SRDS Classification No. C-24

Bicycling

Rodale Press, Inc.
33 East Minor St.
Emmaus, PA 18049
(215) 967-5171
Year founded: 1979
Published: 9x per year

Editorial Description: Bicycling features bicycle adventures, bike racing, family bicycle trips, vacations, surveys of technical problems, equipment review, health articles, bicycle commuting, bikeway news, history. Articles encourage the reader to ride a bicycle, or to take a particular trip, or to adapt to a new method of bicycle travel.

Member: ABC

Primary SRDS Classification No. C-45

LIFESTYLES

Continued

Average Circulation

1	Rodale's Org. Gardening	1,266,423
2	Rolling Stone	990,938
3	American Health	787,468
4	Mother Earth News	762,716
5	Grit	587,657
6	Americana	399,234
7	Early American Life	357,728
8	Flying	331,202
9	Country Journal	323,611
10	Trailer Life	305,713
11	Runner's World	294,185
12	Bicycling	248,286
13	Outside	221,242
14	Boating	191,133
15	Sail	170,066
16	Yachting	145,649
17	Cruising World	115,860
18	Blood-Horse	22,233
	Total	**7,521,344**

% Chg. Avg. Circ.

	1985 vs. 1984	%
1	Rolling Stone	20.0
2	American Health	14.3
3	Americana	6.5
4	Blood-Horse	3.7
5	Country Journal	3.6
6	Early American Life	2.9
7	Grit	0.9
8	Trailer Life	0.6
9	Yachting	0.5
10	Cruising World	0.4
11	Outside	0.3
12	Boating	−0.2
13	Flying	−0.5
14	Sail	−0.9
15	Bicycling	−1.3
16	Rodale's Org. Gardening	−8.0
17	Mother Earth News	−12.8
18	Runner's World	−15.1

Net Chg. Avg. Circ.

	1985 vs. 1984	
1	Rolling Stone	165,227
2	American Health	98,813
3	Americana	24,533
4	Country Journal	11,388
5	Early American Life	10,063
6	Grit	5,336
7	Trailer Life	1,741
8	Blood-Horse	801
9	Yachting	687
10	Outside	612
11	Cruising World	470
12	Boating	−367
13	Sail	−1,534
14	Flying	−1,571
15	Bicycling	−3,214
16	Runner's World	−52,473
17	Rodale's Org. Gardening	−109,577
18	Mother Earth News	−111,875
	Total	**39,060**

Avg. Total Pages/Copy

	ad pages + edit. pages	
1	Blood-Horse	254
2	Yachting	242
3	Cruising World	225
4	Sail	201
5	Boating	200
6	Trailer Life	194
7	Bicycling	180
8	Mother Earth News	153
9	Rodale's Org. Gardening	129
10	American Health	118
11	Outside	114
12	Runner's World	107
13	Americana	102
14	Flying	99
15	Rolling Stone	91
16	Early American Life	86
17	Grit	30
18	Country Journal	ne

▶

ne = not estimated

MAGAZINE PROFILES

The Blood-Horse

The Blood-Horse, Inc.
1736 Alexandria Drive
P.O. Box 4038
Lexington, KY 40544
(606) 278-2361
Year founded: 1916
Published: Weekly

Editorial Description: The Blood-Horse is edited for those engaged in owning, breeding, selling, and racing Thoroughbred horses, as well as for track management personnel. Feature articles report important stakes races each week, including pedigrees and racing records of participants. Also included are articles on nutrition, farm facilities, and various aspects of Thoroughbred breeding, racing, training, and care. Statistics on sires, sales of horses and produce of mares are published throughout the year. Approximately two-thirds of the editorial content is concerned with feature stories and one-third with statistics.

Member: ABC

Primary SRDS Classification No. C-25

Boating

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-3985
Year founded: 1956
Published: Monthly

Editorial Description: Boating is edited for the informed powerboat enthusiast, saltwater or freshwater, who owns a boat or is about to buy one. It features information on power boats, marine engines, outboard motors, marine electronics, accessories, seamanship, boat-buying, financing and maintenance. Other feature topics include sportfishing, long range and sport cruising, and powerboat racing. Each issue features a Boat Test, an analysis of current model powerboats, electronics and engine information, and a section on new gear. Boating provides comprehensive periodic guides to products for boatmen, offers commentary on various marine problems, features articles on inland and coastal cruising areas and the waterfront lifestyle.

Member: ABC
Primary SRDS Classification No. C-6

Country Journal

Historical Times, Inc.
2245 Kohn Road
P.O. Box 8200
Harrisburg, PA 17105
(717) 657-9555
Year founded: 1974
Published: Monthly

Editorial Description: Country Journal is a magazine about country living written with today's active homeowner in mind. Country Journal publishes practical articles about gardening, raising livestock, heating with wood, travel, recreational and cultural activities and other aspects of country life. Issues related to conservation, ecology, land use, etc. are also covered. Regular columns on the weather, on cooking, and on books provide in-depth coverage of the problems and rewards of country living.

Member: ABC

Primary SRDS Classification No. C-24

Cruising World

Cruising World Publications, Inc.
524 Thames Street
Newport, RI 02840
(401) 847-1588
Year founded: 1974
Published: Monthly

Editorial Description: Cruising World is edited for those who enjoy cruising under sail and for those interested in acquiring new skills enabling them to navigate and sail safely in coastal waters, on lakes and across oceans. About half the articles involve information and "how to" aimed at helping an owner maintain and enjoy his sailboat. The other half reflects reader experiences, sailing with family, friends, and sometimes alone. Seamanship, safety, and our relationship with the environment are regular subjects.

Member: ABC

Primary SRDS Classification No. C-6

Early American Life

Historical Times, Inc.
2245 Kohn Road
P.O. Box 8200
Harrisburg, PA 17105
(717) 657-9555
Year founded: 1970
Published: Bimonthly

Editorial Description: Early American Life is published for everyone who is interested in building, furnishing and decorating in the early American style. It contains articles of particular value in restoring old houses and in giving new ones the special flavor of the 18th and 19th centuries. In addition to home furnishings content, Early American life features include travel, foods, handcrafts of all kinds, collecting, and the story of how everyday life was for Americans of an earlier time. Each issue involves readers in the classic design and warm style of an earlier America, helping them to incorporate the best of the past into today's lifestyle.

Member: ABC
Primary SRDS Classification No. C-24

Flying

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-4200
Year founded: 1927
Published: Monthly

Editorial Description: Flying Magazine is edited for pilots and aircraft owners active in the field of general aviation. News, semi-technical and feature articles include evaluation reports on single-engine, multi-engine, turboprop, pure jet and rotary-wing aircraft, pilot proficiency, navigation, weather safety, FAA regulations, and new equip- ▶

LIFESTYLES
Continued

Avg. Subscription Circ.

1	Rodale's Org. Gardening	1,257,231
2	American Health	718,408
3	Rolling Stone	703,146
4	Mother Earth News	574,623
5	Grit	477,771
6	Americana	380,682
7	Early American Life	321,224
8	Country Journal	302,179
9	Trailer Life	287,681
10	Flying	256,125
11	Runner's World	215,773
12	Bicycling	172,041
13	Outside	163,255
14	Boating	142,294
15	Sail	112,446
16	Yachting	100,549
17	Cruising World	85,488
18	Blood-Horse	21,020
	Total	**6,291,936**

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	Rolling Stone	25.7
2	American Health	14.4
3	Americana	7.5
4	Grit	6.3
5	Country Journal	4.2
6	Early American Life	4.1
7	Yachting	3.8
8	Blood-Horse	3.4
9	Cruising World	3.3
10	Bicycling	3.2
11	Outside	2.9
12	Flying	0.7
13	Trailer Life	0.7
14	Sail	0.2
15	Boating	−0.9
16	Runner's World	−7.0
17	Rodale's Org. Gardening	−7.9
18	Mother Earth News	−16.1

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	Rolling Stone	143,720
2	American Health	90,644
3	Grit	28,451
4	Americana	26,554
5	Early American Life	12,730
6	Country Journal	12,315
7	Bicycling	5,287
8	Outside	4,551
9	Yachting	3,674
10	Cruising World	2,760
11	Trailer Life	1,952
12	Flying	1,834
13	Blood-Horse	700
14	Sail	193
15	Boating	−1,289
16	Runner's World	−16,323
17	Rodale's Org. Gardening	−108,305
18	Mother Earth News	−110,398
	Total	**99,050**

Newsstand Revenue

		$000
1	Rolling Stone	13,883
2	Grit	4,286
3	Mother Earth News	3,386
4	Runner's World	2,579
5	Flying	1,757
6	Bicycling	1,750
7	Sail	1,729
8	Boating	1,623
9	American Health	1,381
10	Yachting	1,375
11	Outside	1,357
12	Cruising World	969
13	Early American Life	565
14	Country Journal	502
15	Trailer Life	433
16	Americana	278
17	Rodale's Org. Gardening	215
18	Blood-Horse	142
	Total	**38,210**

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MAGAZINE PROFILES

ment. Editorial content emphasizes private, business and commercial flying. Included each month are features on FAA and industry news, flying safety, and piloting business airplanes.

Member: ABC

Primary SRDS Classification No. C-4

GRIT

Grit Publishing Company
208 West Third Street
Williamsport, PA 17701
(717) 326-1771
Year founded: 1882
Published: Weekly

Editorial Description: GRIT is a family-oriented publication for America's small towns and rural areas. It covers the aspects of family-centered living—working, recreation, homemaking, religious and community involvement. Its range of service features provides practical "how-you-can-do-it" guidance in cooking, gardening, sewing, home improvement, family economics, child-raising and recreational activities.

Member: ABC

Primary SRDS Classification No. C-22

Mother Earth News
The Original Country Magazine

The Mother Earth News, Inc.
105 Stoney Mountain Road
P.O. Box 70
Hendersonville, NC 28791
(704) 693-0211
Year founded: 1970
Published: Bimonthly

Editorial Description: Mother Earth News, The Original Country Magazine, is a dual audience service magazine read by people who live the increasingly popular "country lifestyle." It provides readers with how-to-do-it information on food, gardening, home improvement, crafts, do-it-yourself skills, small business opportunities, energy use and conservation, and selective buying of quality products.

Member: ABC

Primary SRDS Classification No. C-22

Outside

Mariah Publications Corporation
1165 North Clark Street
Chicago, IL 60610
(312) 951-0990
Year founded: 1976
Published: Monthly

Editorial Description: Outside Magazine is edited for the active adult. It is a contemporary lifestyle magazine that features sports, fitness, photography, adventure travel, and portraits of men and women adventurers and sport daredevils. Also regularly reviewed: wildlife, outdoor clothing and product news, destinations/travel options, and environmental and political issues.

Member: ABC

Primary SRDS Classification No. C-8B

Rodale's Organic Gardening
(formerly Organic Gardening)

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1942
Published: Monthly

Editorial Description: Rodale's Organic Gardening is a "how-to-do-it" home gardening magazine which offers practical advice on fruit and vegetable growing, along with ornamentals, landscaping and lawn care. It also features processing and preparation of healthful foods in the Gardener's Kitchen, home and grounds improvement projects, and other aspects of an active homeowners lifestyle.

Member: ABC

Primary SRDS Classification No. C-21

Rolling Stone

Straight Arrow Publishers Inc.
745 Fifth Avenue
New York, NY 10151
(212) 758-3800
Year founded: 1967
Published: 24X per year

Editorial Description: Rolling Stone is edited for young adults who have a special interest in popular culture, particularly music, film and politics. Regular features include state-of-the-art audio and electronics columns, record reviews, reader correspondence; interviews and photojournalism features. Special issues include Audio, Video, College, Fashion and Consumer Electronics supplements.

Member: ABC

Primary SRDS Classification No. C-33

Runner's World

Rodale Press, Inc.
33 East Minor St.
Emmaus, PA 18049
(215) 967-5171
Year founded: 1966
Published: Monthly

Editorial Description: Runner's World is edited for the mature runner, from those just beginning to discover the joys and benefits of running to veteran runners and marathoners. Features deal with training, medical research, nutrition, personalities, races, adventure runs, and other subjects directly or indirectly related to the runner's enjoyment of the sport. Columns cover feet and shoes, medical advice, training and racing, late-breaking news in the sport, running for beginners, women and over-40 runners.

Member: ABC

Primary SRDS Classification No. C-45

Figures are FOLIO estimates for the calendar year 1985.

LIFESTYLES

Continued

Avg. Newsstand Circ.

1	Rolling Stone	287,793
2	Mother Earth News	188,093
3	Grit	109,886
4	Runner's World	78,413
5	Bicycling	76,245
6	Flying	75,077
7	American Health	69,060
8	Outside	57,987
9	Sail	57,620
10	Boating	48,839
11	Yachting	45,100
12	Early American Life	36,504
13	Cruising World	30,373
14	Country Journal	21,433
15	Americana	18,552
16	Trailer Life	18,032
17	Rodale's Org. Gardening	9,192
18	Blood-Horse	1,213
	Total	**1,229,412**

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	American Health	13.4
2	Blood-Horse	9.1
3	Rolling Stone	8.1
4	Boating	1.9
5	Mother Earth News	−0.8
6	Trailer Life	−1.2
7	Sail	−2.9
8	Country Journal	−4.1
9	Flying	−4.3
10	Yachting	−6.2
11	Outside	−6.4
12	Early American Life	−6.8
13	Cruising World	−7.0
14	Americana	−9.8
15	Bicycling	−10.0
16	Rodale's Org. Gardening	−12.2
17	Grit	−17.4
18	Runner's World	−31.6

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	Rolling Stone	21,508
2	American Health	8,169
3	Boating	922
4	Blood-Horse	101
5	Trailer Life	−211
6	Country Journal	−927
7	Rodale's Org. Gardening	−1,272
8	Mother Earth News	−1,477
9	Sail	−1,727
10	Americana	−2,021
11	Cruising World	−2,290
12	Early American Life	−2,667
13	Yachting	−2,987
14	Flying	−3,406
15	Outside	−3,939
16	Bicycling	−8,500
17	Grit	−23,115
18	Runner's World	−36,151
	Total	**−59,990**

% Chg. News. Revenue

	1985 vs. 1984	%
1	Rolling Stone	37.5
2	American Health	26.0
3	Americana	15.5
4	Blood-Horse	15.4
5	Rodale's Org. Gardening	14.4
6	Country Journal	11.9
7	Bicycling	9.2
8	Boating	6.5
9	Outside	2.2
10	Yachting	−0.7
11	Mother Earth News	−0.8
12	Trailer Life	−1.2
13	Sail	−2.9
14	Early American Life	−3.9
15	Flying	−4.3
16	Cruising World	−7.0
17	Grit	−18.9
18	Runner's World	−35.1

Total Revenue

	ad rev. + circ. rev.	$000
1	Rolling Stone	54,816
2	Rodale's Org. Gardening	22,814
3	American Health	17,970
4	Boating	17,822
5	Mother Earth News	14,883
6	Sail	13,975
7	Yachting	13,909
8	Flying	13,044
9	Grit	12,027
10	Runner's World	11,641
11	Trailer Life	10,958
12	Bicycling	10,176
13	Outside	8,367
14	Blood-Horse	8,343
15	Cruising World	7,023
16	Country Journal	6,766
17	Americana	5,679
18	Early American Life	5,448
	Total	**255,661**

% Chg. Total Revenue

	1985 vs. 1984	%
1	American Health	37.4
2	Rolling Stone	31.1
3	Outside	19.3
4	Boating	18.7
5	Yachting	9.3
6	Blood-Horse	5.7
7	Americana	5.4
8	Trailer Life	4.4
9	Bicycling	3.6
10	Flying	2.1
11	Early American Life	0.9
12	Country Journal	0.6
13	Cruising World	0.1
14	Grit	−3.2
15	Rodale's Org. Gardening	−3.2
16	Sail	−3.7
17	Mother Earth News	−13.1
18	Runner's World	−20.8

Subscription Revenue

		$000
1	Rodale's Org. Gardening	13,892
2	Rolling Stone	11,461
3	Mother Earth News	9,149
4	American Health	8,260
5	Grit	5,770
6	Flying	4,235
7	Early American Life	4,053
8	Country Journal	4,024
9	Runner's World	3,810
10	Americana	3,530
11	Trailer Life	2,627
12	Outside	2,355
13	Boating	2,343
14	Sail	2,316
15	Bicycling	2,218
16	Yachting	1,881
17	Cruising World	1,529
18	Blood-Horse	1,440
	Total	**84,893**

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	Rolling Stone	23.8
2	Outside	19.4
3	American Health	17.8
4	Grit	13.9
5	Blood-Horse	8.5
6	Americana	7.7
7	Country Journal	6.5
8	Cruising World	3.7
9	Yachting	3.7
10	Flying	3.0
11	Bicycling	2.9
12	Early American Life	2.3
13	Trailer Life	0.9
14	Boating	0.8
15	Rodale's Org. Gardening	0.2
16	Sail	−4.2
17	Runner's World	−11.7
18	Mother Earth News	−15.7

MAGAZINE PROFILES

Trailer Life

TL Enterprises, Inc.
29901 Agoura Road
Agoura, CA 91301
(818) 991-4980
Year founded: 1941
Published: Monthly

Editorial Description: Trailer Life magazine is written specifically for people whose overall lifestyle is based on travel and recreation in their RV. Every issue includes product tests, travel articles, and other features—ranging from cooking tips to vehicle maintenance.

Member: ABC

Primary SRDS Classification No. C-8A

SAIL

Sail Publications, Inc.
100 First Avenue
Charlestown, MA 01297
(617) 241-9500
Year founded: 1970
Published: Monthly

Editorial Description: SAIL is edited for sailors at various levels: cruisers and racers, from novices to experts, actively involved in the development of their sailing skills. Feature articles are written for both large and small boat sailors covering such topics as hull and sail design, rigging, tuning, sail trim, spinnaker handling, wind and water conditions, and the practical considerations of choosing and owning sailboats, gear, and equipment. Certain issues give special attention to chartering, boat commissioning and maintenance, marine apparel, electronics, and major coastal and offshore races. Regular departments include boat and equipment design commentary, new boat and new product news, racing news, seamanship, boathandling, navigation and piloting.

Member: ABC

Primary SRDS Classification No. C-6

Yachting

CBS Magazines
5 River Road
Cos Cob, CT 06807
(203) 629-8300
Year founded: 1907
Published: Monthly

Editorial Description: Yachting is edited for pleasure boat enthusiasts—men, women, and children. It places equal emphasis on the interests of both the sail and power boat owner. Yachting contains topical articles covering the sport as well as departments concerned with special interests and activities. Regular news departments report yachting events, both national and international. Other special sections include plans of new boats and descriptions of newly introduced boats, engines and equipment.

Member: ABC

Primary SRDS Classification No. C-6

Figures are FOLIO estimates for the calendar year 1985.

MATURITY

Ad Pages

1 50 Plus	388
2 VFW	327
3 Modern Maturity	276
Total	**991**

% Chg. Ad Pages

1985 vs. 1984

	%
1 VFW	14.3
2 Modern Maturity	9.4
3 50 Plus	−7.5

Net Chg. Ad Pages

1985 vs. 1984

1 VFW	41
2 Modern Maturity	24
3 50 Plus	−32
Total	**33**

Avg. Ad Pages/Copy

1 Modern Maturity	46
2 50 Plus	32
3 VFW	30

Ad Revenue

	$000
1 Modern Maturity	26,103
2 50 Plus	3,985
3 VFW	3,144
Total	**33,232**

% Chg. Ad Revenue

1985 vs. 1984

	%
1 50 Plus	40.2
2 Modern Maturity	35.0
3 VFW	14.7

Net Chg. Ad Revenue

1985 vs. 1984

	$000
1 Modern Maturity	6,763
2 50 Plus	1,143
3 VFW	403
Total	**8,309**

Avg. Edit. Pages/Copy

1 Modern Maturity	131
2 50 Plus	48
3 VFW	34

Average Circulation

1 Modern Maturity	12,228,659
2 VFW	1,865,743
3 50 Plus	414,165
Total	**14,508,567**

% Chg. Avg. Circ.

1985 vs. 1984

	%
1 50 Plus	31.4
2 Modern Maturity	18.4
3 VFW	0.8

Net Chg. Avg. Circ.

1985 vs. 1984

1 Modern Maturity	1,899,540
2 50 Plus	99,001
3 VFW	14,607
Total	**2,013,148**

Avg. Total Pages/Copy

ad pages + edit. pages

1 Modern Maturity	177
2 50 Plus	80
3 VFW	63

Total Revenue

ad rev. + circ. rev.

	$000
1 Modern Maturity	55,452
2 50 Plus	9,067
3 VFW	7,192
Total	**71,711**

% Chg. Total Revenue

1985 vs. 1984

	%
1 Modern Maturity	38.6
2 50 Plus	35.0
3 VFW	ne

Subscription Revenue

	$000
1 Modern Maturity	29,349
2 50 Plus	5,082
3 VFW	4,049
Total	**38,480**

% Chg. Sub. Revenue

1985 vs. 1984

	%
1 Modern Maturity	42.1
2 50 Plus	31.2
3 VFW	ne

Avg. Subscription Circ.

1 Modern Maturity	12,228,659
2 VFW	1,865,743
3 50 Plus	414,165
Total	**14,508,567**

% Chg. Avg. Sub. Circ.

1985 vs. 1984

	%
1 50 Plus	31.4
2 Modern Maturity	18.4
3 VFW	0.8

Net Chg. Avg. Sub. Circ.

1985 vs. 1984

1 Modern Maturity	1,899,540
2 50 Plus	99,001
3 VFW	14,607
Total	**2,013,148**

ne = not estimated

MAGAZINE PROFILES

50 Plus

Retirement Living Publishing Company, Inc.
850 Third Avenue
New York, NY 10022
(212) 715-2600
Year founded: 1961
Published: Monthly

Editorial Description: 50 Plus is a special interest magazine for the over 50 age group. Each issue presents news and features concerning reports on people, money, the law, travel, housing, health, nutrition, education, beauty and style, entertainment and the Washington scene. How to get the most out of the "middle years," and how to plan for retirement is the editorial thrust of 50 Plus.

Member: ABC

Primary SRDS Classification No. C-43A

Modern Maturity

American Association of Retired Persons
3200 East Carson St.
Lakewood, CA 90712
(213) 496-2277
Year founded: 1946
Published: Bimonthly

Editorial Description: Modern Maturity is a general interest magazine for the 50 and over audience. Its editorial focus covers the interests and needs of mature consumers with varied lifestyles. News and features regularly reflect a broad spectrum of subjects—personalities, careers, financial planning, health, nutrition, beauty, home buying and decor, travel, legislation, continuing education, current trends, nostalgia and more. A positive image of mature living is presented for the pre-retirement and retirement years.

Member: ABC

Primary SRDS Classification No. C-43A

VFW

Veterans of Foreign Wars of the United States
9 East 41st Street
New York, NY 10017
(212) 661-6550
Year founded: 1912
Published: 11x per year

Editorial Description: VFW Magazine is published for members, who are Veterans of a Foreign War, having served on active duty. They average 55 years of age. VFW Magazine's editorial promotes insuring the national security through maximum military strength, speeding the rehabilitation of disabled and needy veterans, assisting VFW's widows and orphans and promoting Americanism through education in patriotism and constructive service to their communities.

Member: ABC

Primary SRDS Classification No. C-20

Figures are FOLIO estimates for the calendar year 1985.

MEN'S LIFESTYLES

Ad Pages

1	Gentlemen's Quarterly	1,863
2	Esquire	1,374
3	Playboy	912
4	M The Civilized Man	673
5	Soldier of Fortune	510
6	Penthouse	490
7	Science Digest	286
8	Gallery	140
9	Newlook	112
	Total	**6,360**

% Chg. Ad Pages

1985 vs. 1984

		%
1	Gallery	21.7
2	Soldier of Fortune	13.7
3	Esquire	1.2
4	Playboy	–2.6
5	Gentlemen's Quarterly	–3.1
6	M The Civilized Man	–12.4
7	Penthouse	–23.2
8	Science Digest	–25.0
9	Newlook	ne

Net Chg. Ad Pages

1985 vs. 1984

1	Soldier of Fortune	61
2	Gallery	25
3	Esquire	16
4	Playboy	–24
5	Gentlemen's Quarterly	–59
6	Science Digest	–95
7	M The Civilized Man	–95
8	Penthouse	–148
9	Newlook	ne
	Total	**–319**

Avg. Ad Pages/Copy

1	Gentlemen's Quarterly	155
2	Esquire	115
3	Playboy	76
4	M The Civilized Man	56
5	Soldier of Fortune	43
6	Penthouse	41
7	Science Digest	24
8	Newlook	14
9	Gallery	12

Ad Revenue

		$000
1	Playboy	57,735
2	Esquire	32,003
3	Gentlemen's Quarterly	29,492
4	Penthouse	20,179
5	M The Civilized Man	5,750
6	Science Digest	4,156
7	Soldier of Fortune	1,196
8	Newlook	1,092
9	Gallery	578
	Total	**152,181**

% Chg. Ad Revenue

1985 vs. 1984

		%
1	Gallery	15.1
2	Gentlemen's Quarterly	10.4
3	Esquire	7.1
4	Soldier of Fortune	6.8
5	Playboy	5.0
6	M The Civilized Man	2.4
7	Penthouse	–8.4
8	Science Digest	–16.2
9	Newlook	ne

Net Chg. Ad Revenue

1985 vs. 1984

		$000
1	Gentlemen's Quarterly	2,767
2	Playboy	2,760
3	Esquire	2,110
4	M The Civilized Man	132
5	Gallery	76
6	Soldier of Fortune	76
7	Science Digest	–802
8	Penthouse	–1,846
9	Newlook	ne
	Total	**5,273**

Avg. Edit. Pages/Copy

1	Playboy	158
2	Penthouse	135
3	Newlook	134
4	Gentlemen's Quarterly	125
5	Esquire	118
6	Gallery	98
7	M The Civilized Man	88
8	Soldier of Fortune	74
9	Science Digest	70

Average Circulation

1	Playboy	4,131,325
2	Penthouse	3,090,869
3	Esquire	705,558
4	Gentlemen's Quarterly	645,348
5	Science Digest	581,971
6	Gallery	464,649
7	Newlook	340,970
8	Soldier of Fortune	179,282
9	M The Civilized Man	133,867
	Total	**10,273,839**

% Chg. Avg. Circ.

1985 vs. 1984

		%
1	M The Civilized Man	33.2
2	Soldier of Fortune	7.5
3	Gentlemen's Quarterly	3.3
4	Science Digest	2.8
5	Playboy	–1.9
6	Esquire	–2.0
7	Gallery	–5.9
8	Penthouse	–11.3
9	Newlook	ne

Net Chg. Avg. Circ.

1985 vs. 1984

1	M The Civilized Man	33,401
2	Gentlemen's Quarterly	20,681
3	Science Digest	15,920
4	Soldier of Fortune	12,518
5	Esquire	–14,164
6	Gallery	–28,966
7	Playboy	–78,500
8	Penthouse	–394,840
9	Newlook	ne
	Total	**–433,950**

Avg. Total Pages/Copy

ad pages + edit. pages

1	Gentlemen's Quarterly	281
2	Playboy	234
3	Esquire	233
4	Penthouse	175
5	Newlook	148
6	M The Civilized Man	144
7	Soldier of Fortune	117
8	Gallery	110
9	Science Digest	93

▶

ne = not estimated

MAGAZINE PROFILES

Esquire

Esquire Associates
2 Park Avenue
New York, NY 10016
(212) 561-8100
Year founded: 1933
Published: Monthly

Editorial Description: Esquire deals with the real and rapidly changing world of the American man in today's society. Each issue delivers practical information and counsel on a broad range of relevant subjects—business, politics, health and fitness, sports and the arts. Also, fashion, personal profiles and fiction.

Member: ABC

Primary SRDS Classification No. C-30

Gallery

Montcalm Publishing Corporation
800 Second Avenue
New York, NY 10017
(212) 986-9600
Year founded: 1972
Published: Monthly

Editorial Description: Gallery is a magazine aimed at entertaining and educating the contemporary man. Gallery enlightens its audience regarding political, cultural, and social trends on a national and global level through serious and provocative investigative reports, candid interviews, human-interest features, service-oriented articles, fiction, humor, and tastefully presented photographic portfolios of beautiful women. In every issue of Gallery is our "Heroes" feature, a first-person account of the effects of the Vietnam War written by Vietnam veterans; our exclusive "Toys for Men" service feature; and columns dealing wih travel, entertainment news, automotives, men's fashion, health and fitness, and outdoor leisure activities.

Member: ABC
Primary SRDS Classification No. C-30

Gentlemen's Quarterly

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1957
Published: Monthly

Editorial Description: Gentlemen's Quarterly (GQ) is a magazine devoted to the contemporary lifestyle interests of urban men. Each issue explores the current and trend-setting aspects of men's fashion, grooming, apartment and home decor, "in" places, theatre, films, art, stereo and records, travel, automobiles, food and drink, and outdoor activities like golf, tennis, skiing and boating. Additional features are devoted to personality profiles.

Member: ABC
Primary SRDS Classification No. C-30

M

The Civilized Man

Fairchild Publications
Capital Cities Media, Inc.
7 East 12th Street
New York, NY 10128
(212) 741-4000
Year founded: 1983
Published: Monthly

Editorial Description: M is a magazine for the successful, sophisticated man who seeks quality, and exudes "style," in every aspect of his life. The

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MEN'S LIFESTYLES

Continued

Total Revenue

ad rev. + circ. rev.

		$000
1	Playboy	172,332
2	Penthouse	152,411
3	Gentlemen's Quarterly	45,582
4	Esquire	44,112
5	Gallery	20,078
6	Science Digest	13,339
7	Newlook	10,654
8	M The Civilized Man	9,214
9	Soldier of Fortune	7,582
	Total	**475,304**

% Chg. Total Revenue

1985 vs. 1984

		%
1	M The Civilized Man	13.5
2	Soldier of Fortune	10.4
3	Gentlemen's Quarterly	7.2
4	Esquire	5.4
5	Gallery	1.4
6	Playboy	0.6
7	Science Digest	−6.3
8	Penthouse	−9.9
9	Newlook	ne

Subscription Revenue

		$000
1	Playboy	49,604
2	Esquire	7,886
3	Penthouse	7,750
4	Science Digest	5,132
5	Gentlemen's Quarterly	4,730
6	M The Civilized Man	1,583
7	Soldier of Fortune	771
8	Gallery	521
9	Newlook	230
	Total	**78,207**

% Chg. Sub. Revenue

1985 vs. 1984

		%
1	M The Civilized Man	39.4
2	Penthouse	31.0
3	Gentlemen's Quarterly	10.5
4	Science Digest	8.9
5	Playboy	7.2
6	Gallery	1.6
7	Esquire	−1.5
8	Soldier of Fortune	−8.0
9	Newlook	ne

Avg. Subscription Circ.

1	Playboy	2,504,869
2	Esquire	569,145
3	Science Digest	413,228
4	Gentlemen's Quarterly	266,672
5	Penthouse	225,260
6	M The Civilized Man	81,618
7	Soldier of Fortune	31,208
8	Gallery	22,881
9	Newlook	7,658
	Total	**4,122,539**

% Chg. Avg. Sub. Circ.

1985 vs. 1984

		%
1	M The Civilized Man	30.2
2	Penthouse	13.2
3	Gentlemen's Quarterly	10.8
4	Science Digest	9.9
5	Playboy	5.9
6	Gallery	−1.8
7	Soldier of Fortune	−3.2
8	Esquire	−3.5
9	Newlook	ne

Net Chg. Avg. Sub. Circ.

1985 vs. 1984

1	Playboy	139,377
2	Science Digest	37,204
3	Penthouse	26,314
4	Gentlemen's Quarterly	25,966
5	M The Civilized Man	18,954
6	Gallery	−425
7	Soldier of Fortune	−1,030
8	Esquire	−20,810
9	Newlook	ne
	Total	**225,550**

Newsstand Revenue

		$000
1	Penthouse	124,482
2	Playboy	64,993
3	Gallery	18,978
4	Gentlemen's Quarterly	11,360
5	Newlook	9,333
6	Soldier of Fortune	5,615
7	Esquire	4,223
8	Science Digest	4,050
9	M The Civilized Man	1,881
	Total	**244,915**

Avg. Newsstand Circ.

1	Penthouse	2,865,610
2	Playboy	1,626,456
3	Gallery	441,768
4	Gentlemen's Quarterly	378,676
5	Newlook	333,312
6	Science Digest	168,743
7	Soldier of Fortune	148,074
8	Esquire	136,413
9	M The Civilized Man	52,249
	Total	**6,151,301**

% Chg. Avg. News. Circ.

1985 vs. 1984

		%
1	M The Civilized Man	38.2
2	Soldier of Fortune	10.1
3	Esquire	5.1
4	Gentlemen's Quarterly	−1.4
5	Gallery	−6.1
6	Science Digest	−11.2
7	Playboy	−11.8
8	Penthouse	−12.8
9	Newlook	ne

Net Chg. Avg. News. Circ.

1985 vs. 1984

1	M The Civilized Man	14,447
2	Soldier of Fortune	13,548
3	Esquire	6,646
4	Gentlemen's Quarterly	−5,286
5	Science Digest	−21,285
6	Gallery	−28,541
7	Playboy	−217,877
8	Penthouse	−421,155
9	Newlook	ne
	Total	**−659,503**

% Chg. News. Revenue

1985 vs. 1984

		%
1	M The Civilized Man	38.2
2	Soldier of Fortune	14.4
3	Esquire	6.8
4	Gallery	1.0
5	Gentlemen's Quarterly	−1.4
6	Playboy	−7.3
7	Science Digest	−11.2
8	Penthouse	−11.8
9	Newlook	ne

ne = not estimated

MAGAZINE PROFILES

civilized man is active, affluent and ever-acquiring; serious both about his work and how he spends his leisure time. M is international both in scope and perspective. From the finest chateaus in France to the finest stores in America . . . to the pursuit of life in Australia's outback . . . M profiles the art of living well, in its own inimitable style, each month.

Member: ABC

Primary SRDS Classification No.C-30

NEWLOOK

NEWLOOK International, Ltd.
1965 Broadway
New York, NY 10023-5965
(212) 496-6100

Year founded: 1985

Published: 8x in 1985, monthly thereafter

Editorial Description: NEWLOOK is a lifestyle magazine edited for young, high-energy men. NEWLOOK exploits photographic techniques to bring readers visual perspectives on worldwide trends in fashion, travel, culture, sports, entertainment and glamour.

Member: ABC

Primary SRDS Classification No. C-30

PENTHOUSE

PENTHOUSE International, Ltd.
1965 Broadway
New York, NY 10023
(212) 496-6100

Year founded: 1969

Published: Monthly

Editorial Description: PENTHOUSE is sophisticated male entertainment, and its scope ranges from outspoken contemporary comment to stunning photographic essays of today's most beautiful women. PENTHOUSE features leading authors, artists, cartoonists, graphic designers and photographers. Its editorial ranges from topical interviews to informed sociological studies to pointed reportage, and from front-rank fiction to humor.

Member: ABC

Primary SRDS Classification No. C-30

(Continued on page 148)

Figures are FOLIO estimates for the calendar year 1985.

MEN'S SERVICE

Ad Pages

1	Popular Mechanics	1,154
2	Popular Science	790
3	Home Mechanix	773
4	Family Handyman	649
5	Practical Homeowner	511
6	Workbench	321
7	Homeowner	282
8	Fine Woodworking	271
9	Wood	250
	Total	**5,001**

% Chg. Ad Pages

1985 vs. 1984		%
1	Practical Homeowner	8.9
2	Homeowner	8.6
3	Popular Mechanics	0.3
4	Home Mechanix	-7.6
5	Workbench	-10.4
6	Family Handyman	-14.0
7	Popular Science	-18.6
8	Wood	ne
9	Fine Woodworking	ne

Net Chg. Ad Pages

1985 vs. 1984		
1	Practical Homeowner	42
2	Homeowner	22
3	Popular Mechanics	3
4	Workbench	-37
5	Home Mechanix	-63
6	Family Handyman	-106
7	Popular Science	-180
8	Wood	ne
9	Fine Woodworking	ne
	Total	**-319**

Avg. Ad Pages/Copy

1	Popular Mechanics	96
2	Popular Science	66
3	Family Handyman	65
4	Home Mechanix	64
5	Practical Homeowner	57
6	Workbench	53
7	Fine Woodworking	45
8	Wood	42
9	Homeowner	28

Ad Revenue

		$000
1	Popular Mechanics	28,714
2	Popular Science	21,080
3	Home Mechanix	16,722
4	Family Handyman	11,260
5	Practical Homeowner	5,921
6	Workbench	2,856
7	Fine Woodworking	2,191
8	Homeowner	2,084
9	Wood	1,810
	Total	**92,638**

% Chg. Ad Revenue

1985 vs. 1984		%
1	Practical Homeowner	32.6
2	Homeowner	12.7
3	Popular Mechanics	5.4
4	Workbench	-4.2
5	Family Handyman	-6.6
6	Popular Science	-8.1
7	Home Mechanix	-14.2
8	Wood	ne
9	Fine Woodworking	ne

Net Chg. Ad Revenue

1985 vs. 1984		$000
1	Popular Mechanics	1,459
2	Practical Homeowner	1,457
3	Homeowner	236
4	Workbench	-125
5	Family Handyman	-797
6	Popular Science	-1,866
7	Home Mechanix	-2,759
8	Wood	ne
9	Fine Woodworking	ne
	Total	**-2,395**

Avg. Edit. Pages/Copy

1	Popular Mechanics	94
2	Popular Science	69
3	Fine Woodworking	67
4	Home Mechanix	60
5	Workbench	59
6	Family Handyman	58
7	Practical Homeowner	56
8	Wood	48
9	Homeowner	47

Average Circulation

1	Popular Science	1,810,387
2	Popular Mechanics	1,662,859
3	Home Mechanix	1,411,902
4	Family Handyman	1,206,596
5	Workbench	883,760
6	Practical Homeowner	729,080
7	Homeowner	685,291
8	Wood	393,000
9	Fine Woodworking	268,368
	Total	**9,051,243**

% Chg. Avg. Circ.

1985 vs. 1984		%
1	Homeowner	7.1
2	Practical Homeowner	2.4
3	Popular Mechanics	0.6
4	Popular Science	0.4
5	Workbench	0.1
6	Family Handyman	-0.2
7	Home Mechanix	-11.3
8	Fine Woodworking	ne
9	Wood	ne

Net Chg. Avg. Circ.

1985 vs. 1984		
1	Homeowner	45,670
2	Practical Homeowner	16,798
3	Popular Mechanics	10,674
4	Popular Science	7,027
5	Workbench	627
6	Family Handyman	-3,008
7	Home Mechanix	-179,813
8	Fine Woodworking	ne
9	Wood	ne
	Total	**-102,025**

Avg. Total Pages/Copy

ad pages + edit. pages		
1	Popular Mechanics	190
2	Popular Science	135
3	Home Mechanix	125
4	Family Handyman	123
5	Practical Homeowner	113
6	Workbench	112
7	Fine Woodworking	112
8	Wood	90
9	Homeowner	75

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ne = not estimated

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MAGAZINE PROFILES

The Family Handyman

The Webb Company
1999 Shepard Road
St. Paul, MN 55116
(612) 690-7280
Year founded: 1951
Published: 10x per year

Editorial Description: The Family Handyman is edited for the homeowner with an active interest in home improvement. Major editorial categories include home improvement, repair and maintenance, home technologies, home furnishings and decorating, yard and garden care. Additional themes include woodworking, auto care, new products and general interest. The graphic emphasis is on step-by-step photos and illustrations as well as detailed plans and diagrams. Editorial departments include Ask Handyman, Reader Letters, Using Tools, Shop News, Pro Advice, Appliance Repair and Handyman Garage, Understandable Home Technologies, Home Finance and Home and Shop Improvements.

Member: ABC

Primary SRDS Classification No. C-24

Fine Woodworking

The Taunton Press
63 South Main Street
P.O. Box 355
Newtown, CT 06470
(203) 426-8171
Year founded: 1975
Published: Bimonthly

Editorial Description: Fine Woodworking contains articles by experienced woodworkers—about techniques, tools, materials and design. There are projects and profiles, some basic instruction and some far out experiments. Cabinetmaking is at the heart of the magazine, but articles range from one end of the craft to the other: from carving to turning, from the science of wood technology to the art of wood finishing. The format features color illustrations and photographs.

Primary SRDS Classification No. C-11

Home Mechanix

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6581
Year founded: 1928
Published: Monthly

Editorial Description: Home Mechanix is devoted to home improvement and automotive care. Home Mechanix provides home managers with detailed instruction for Do-It-Yourself projects. It also provides information to help the reader make informed decisions when specifying products and materials, or engaging craftsmen, contractors and mechanics.

Member: ABC

Primary SRDS Classification No. C-29

The Homeowner

Family Media, Inc.
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1975
Published: 10x per year

Editorial Description: The Homeowner covers major home improvements, remodeling and modernization, both do-it-yourself and professionally contracted. Remodeling and decorating ideas are combined with practical means of achieving them. Planning, estimating and buying tips are included along with techniques and ▶

MEN'S SERVICE

Continued

Total Revenue

ad rev. + circ. rev.		$000
1	Popular Mechanics	46,937
2	Popular Science	39,760
3	Home Mechanix	31,003
4	Family Handyman	23,048
5	Practical Homeowner	13,747
6	Homeowner	8,652
7	Wood	7,570
8	Workbench	7,231
9	Fine Woodworking	7,222
	Total	**185,170**

% Chg. Total Revenue

1985 vs. 1984		%
1	Practical Homeowner	23.4
2	Homeowner	18.1
3	Popular Mechanics	5.2
4	Family Handyman	1.5
5	Workbench	– 2.4
6	Popular Science	– 5.0
7	Home Mechanix	– 9.8
8	Wood	ne
9	Fine Woodworking	ne

Subscription Revenue

		$000
1	Popular Science	14,289
2	Popular Mechanics	12,740
3	Home Mechanix	12,078
4	Family Handyman	10,752
5	Practical Homeowner	7,434
6	Homeowner	6,155
7	Wood	4,530
8	Workbench	4,043
9	Fine Woodworking	4,029
	Total	**76,050**

% Chg. Sub. Revenue

1985 vs. 1984		%
1	Homeowner	21.4
2	Practical Homeowner	17.0
3	Family Handyman	12.9
4	Popular Mechanics	7.6
5	Popular Science	1.3
6	Workbench	– 0.9
7	Home Mechanix	– 1.0
8	Fine Woodworking	ne
9	Wood	ne

Avg. Subscription Circ.

1	Popular Science	1,601,307
2	Popular Mechanics	1,358,195
3	Home Mechanix	1,297,199
4	Family Handyman	1,147,363
5	Workbench	846,844
6	Practical Homeowner	702,010
7	Homeowner	661,259
8	Wood	327,500
9	Fine Woodworking	223,854
	Total	**8,165,531**

% Chg. Avg. Sub. Circ.

1985 vs. 1984		%
1	Homeowner	8.0
2	Practical Homeowner	1.9
3	Popular Science	1.7
4	Popular Mechanics	1.0
5	Workbench	0.3
6	Family Handyman	0.2
7	Home Mechanix	– 10.0
8	Fine Woodworking	ne
9	Wood	ne

Net Chg. Avg. Sub. Circ.

1985 vs. 1984		
1	Homeowner	48,922
2	Popular Science	26,954
3	Popular Mechanics	13,506
4	Practical Homeowner	13,215
5	Workbench	2,511
6	Family Handyman	2,112
7	Home Mechanix	– 144,601
8	Fine Woodworking	ne
9	Wood	ne
	Total	**– 37,381**

Newsstand Revenue

		$000
1	Popular Mechanics	5,484
2	Popular Science	4,391
3	Home Mechanix	2,202
4	Wood	1,230
5	Family Handyman	1,037
6	Fine Woodworking	1,002
7	Homeowner	413
8	Practical Homeowner	392
9	Workbench	332
	Total	**16,483**

Avg. Newsstand Circ.

1	Popular Mechanics	304,664
2	Popular Science	209,080
3	Home Mechanix	114,704
4	Wood	65,500
5	Family Handyman	59,234
6	Fine Woodworking	44,514
7	Workbench	36,917
8	Practical Homeowner	27,071
9	Homeowner	24,032
	Total	**885,716**

% Chg. Avg. News. Circ.

1985 vs. 1984		%
1	Practical Homeowner	15.3
2	Popular Mechanics	– 0.9
3	Workbench	– 4.9
4	Family Handyman	– 8.0
5	Popular Science	– 8.7
6	Homeowner	– 11.9
7	Home Mechanix	– 23.5
8	Wood	ne
9	Fine Woodworking	ne

Net Chg. Avg. News. Circ.

1985 vs. 1984		
1	Practical Homeowner	3,583
2	Workbench	– 1,884
3	Popular Mechanics	– 2,832
4	Homeowner	– 3,254
5	Family Handyman	– 5,120
6	Popular Science	– 19,928
7	Home Mechanix	– 35,214
8	Wood	ne
9	Fine Woodworking	ne
	Total	**– 64,649**

% Chg. News. Revenue

1985 vs. 1984		%
1	Practical Homeowner	23.7
2	Homeowner	1.1
3	Popular Mechanics	– 0.9
4	Workbench	– 4.8
5	Family Handyman	– 7.9
6	Popular Science	– 8.7
7	Home Mechanix	– 18.4
8	Wood	ne
9	Fine Woodworking	ne

ne = not estimated

MAGAZINE PROFILES

tools. Each issue features a major area of homeowner interest and involvement.

Member: ABC

Primary SRDS Classification No.: C-24

Popular Mechanics

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-4282
Year founded: 1902
Published: Monthly

Editorial Description: Popular Mechanics is on the leading edge of the new technologies and brings to readers the best and latest information to enhance their everyday lives. PM editorial covers the automobile, home, workshop, sports and leisure, electronics, photography—all the subjects of interest to today's multi-dimensional man. New developments, products and techniques are illustrated encouraging the reader to be a participant in life rather than a spectator. PM communicates with the reader to show how to understand, assimilate, enjoy and benefit by the new technologies.

Member: ABC

Primary SRDS Classification No. C-29

Popular Science

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1872
Published: Monthly

Editorial Description: Popular Science concentrates its editorial on new products that may be of special usefulness to men with strong interests in their homes, personal transportation needs and in recreation. Each month, the magazine reports on products still on industrial drawing boards. It also introduces products already in the marketplace, and provides "use" suggestions about products. Major articles and departmental features cover such product areas as automobiles; boats and engines; home workshop tools; garden and lawn equipment; electronic, TV, and photographic equipment; and recreational products.

Member: ABC

Primary SRDS Classification No. C-29

Practical Homeowner

(formerly New Shelter)

Rodale Press, Inc.
33 East Minor St.
Emmaus, PA 18049
(215) 967-5171
Year founded: 1980
Published: 9X per year

Editorial Description: Practical Homeowner is edited for the homeowner who brings a "hands on" approach to the improvement of his home and grounds. It offers information, projects, and techniques for home remodeling and renovation, maintenance and repair, landscaping and gardening, and energy conservation, as well as financial management and new home design and construction. Editorial content is devoted to showing the reader how to develop and use skills and knowledge that will enable him to create a secure, efficient, healthful, and enjoyable home environment, whether doing the work or with the help of professional contractors.

Member: ABC

Primary SRDS Classification No. C-24

(Continued on page 148)

NEWSMAGAZINES

Ad Pages

1 People Weekly	3,866
2 TV Guide	3,670
3 Sports Illustrated	2,786
4 Newsweek	2,714
5 Time	2,696
6 U.S.News & World Report	1,779
7 Sporting News	508
Total	**18,019**

% Chg. Ad Pages

1985 vs. 1984	%
1 U.S.News & World Report	1.2
2 TV Guide	− 3.4
3 Time	− 4.3
4 People Weekly	− 4.9
5 Sports Illustrated	− 8.1
6 Sporting News	− 9.2
7 Newsweek	− 9.8

Net Chg. Ad Pages

1985 vs. 1984	
1 U.S.News & World Report	21
2 Sporting News	− 52
3 Time	− 122
4 TV Guide	− 130
5 People Weekly	− 197
6 Sports Illustrated	− 247
7 Newsweek	− 296
Total	**− 1,023**

Avg. Ad Pages/Copy

1 People Weekly	76
2 TV Guide	71
3 Sports Illustrated	53
4 Newsweek	52
5 Time	52
6 U.S.News & World Report	35
7 Sporting News	10

Ad Revenue

	$000
1 Time	346,570
2 TV Guide	313,975
3 People Weekly	250,759
4 Newsweek	247,079
5 Sports Illustrated	237,355
6 U.S.News & World Report	102,641
7 Sporting News	7,757
Total	**1,506,136**

% Chg. Ad Revenue

1985 vs. 1984	%
1 People Weekly	7.7
2 Time	3.3
3 TV Guide	3.2
4 Sports Illustrated	2.9
5 Sporting News	1.8
6 U.S.News & World Report	1.1
7 Newsweek	0.0

Net Chg. Ad Revenue

1985 vs. 1984	$000
1 People Weekly	17,868
2 Time	10,981
3 TV Guide	9,710
4 Sports Illustrated	6,747
5 U.S.News & World Report	1,161
6 Sporting News	138
7 Newsweek	− 51
Total	**46,554**

Avg. Edit. Pages/Copy

1 TV Guide	151
2 People Weekly	65
3 Sports Illustrated	60
4 Time	53
5 Newsweek	52
6 Sporting News	42
7 U.S.News & World Report	ne

Average Circulation

1 TV Guide	17,031,879
2 Time	4,649,814
3 Newsweek	3,058,246
4 People Weekly	2,901,197
5 Sports Illustrated	2,782,872
6 U.S.News & World Report	2,077,277
7 Sporting News	712,855
Total	**33,214,140**

% Chg. Avg. Circ.

1985 vs. 1984	%
1 Sporting News	7.2
2 People Weekly	4.8
3 Sports Illustrated	4.3
4 Newsweek	1.1
5 Time	0.5
6 U.S.News & World Report	− 0.7
7 TV Guide	− 1.2

Net Chg. Avg. Circ.

1985 vs. 1984	
1 People Weekly	133,092
2 Sports Illustrated	114,168
3 Sporting News	47,943
4 Newsweek	33,234
5 Time	24,492
6 U.S.News & World Report	− 15,420
7 TV Guide	− 198,474
Total	**139,035**

Avg. Total Pages/Copy

ad pages + edit. pages	
1 TV Guide	222
2 People Weekly	141
3 Sports Illustrated	112
4 Time	105
5 Newsweek	104
6 Sporting News	52
7 U.S.News & World Report	ne

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ne = not estimated

MAGAZINE PROFILES

Newsweek

Newsweek, Inc.
444 Madison Avenue
New York, NY 10022-6999
(212) 350-4000
Year founded: 1933
Published: Weekly

Editorial Description: Newsweek is a magazine of news and commentary. News is categorized into National Affairs, International, Science, Sports, Business, Medicine, Religion, Entertainment, the Graphic and Performing Arts, and encompasses the week's developments on the newsfronts of the world and the nation. Articles are usually illustrated with relevant charts, maps, cartoons and photographs. The reader's views are amplified by a number of columns of opinion on national and international trends in politics, the economy, personal business, the Washington scene, current affairs, life styles.

Member: ABC

Primary SRDS Classification No. C-36A

People Weekly

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1974
Published: Weekly

Editorial Description: People Weekly is edited for active, sophisticated women and men. It presents readers with an overview of pacesetters on the contemporary American scene, focusing on the newsworthy rather than just the news. Articles feature the work and lifestyles of people in the arts, sciences, business and politics as well as stars of television, motion pictures, records and sports. People Weekly also profiles relatively unknown individuals who lead unusual, inspiring, or interesting lives.

Member: ABC

Primary SRDS Classification No. C-22A

The Sporting News

The Sporting News Publishing Company
1212 North Lindbergh Boulevard
St. Louis, MO 63132
(314) 997-7111
Year founded: 1886
Published: Weekly

Editorial Description: The Sporting News is edited for followers and participants of the major sports such as baseball, football, basketball, hockey, etc. Local sports writers are assigned for every major league baseball and football team for authoritative coverage. In addition to regular feature stories, statistics are carried each week including averages, standings, summaries, etc.

Member: ABC

Primary SRDS Classification No. C-36A

Sports Illustrated

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1954
Published: 53X per year

Editorial Description: Sports Illustrated reports and interprets the world of sport, recreation and active leisure. It previews, analyzes and comments upon major games and events, as well as those noteworthy for character and spirit alone. It features individuals connected to sport and

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Figures are FOLIO estimates for the calendar year 1985.

NEWSMAGAZINES

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	TV Guide	781,700
2	Time	577,673
3	People Weekly	429,025
4	Sports Illustrated	366,366
5	Newsweek	352,096
6	U.S.News & World Report	175,862
7	Sporting News	34,923
	Total	**2,717,645**

% Chg. Total Revenue

	1985 vs. 1984	%
1	People Weekly	10.9
2	Sporting News	7.1
3	Time	6.8
4	Sports Illustrated	6.7
5	TV Guide	5.1
6	U.S.News & World Report	1.0
7	Newsweek	−0.2

Subscription Revenue

		$000
1	Time	208,859
2	TV Guide	203,679
3	Sports Illustrated	117,078
4	Newsweek	88,414
5	U.S.News & World Report	68,209
6	People Weekly	48,566
7	Sporting News	21,835
	Total	**756,640**

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	People Weekly	23.2
2	Sports Illustrated	16.0
3	Time	13.7
4	Sporting News	10.6
5	U.S.News & World Report	0.7
6	TV Guide	0.7
7	Newsweek	−0.7

Avg. Subscription Circ.

1	TV Guide	8,568,850
2	Time	4,430,445
3	Newsweek	2,890,204
4	Sports Illustrated	2,669,737
5	U.S.News & World Report	2,024,162
6	People Weekly	1,216,995
7	Sporting News	657,846
	Total	**22,458,239**

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	People Weekly	20.3
2	Sporting News	8.3
3	Sports Illustrated	4.4
4	Newsweek	1.6
5	Time	0.7
6	U.S.News & World Report	−0.5
7	TV Guide	−0.6

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	People Weekly	205,540
2	Sports Illustrated	111,366
3	Sporting News	50,574
4	Newsweek	44,208
5	Time	29,562
6	U.S.News & World Report	−9,297
7	TV Guide	−52,298
	Total	**379,655**

Newsstand Revenue

		$000
1	TV Guide	264,047
2	People Weekly	129,700
3	Time	22,244
4	Newsweek	16,603
5	Sports Illustrated	11,932
6	Sporting News	5,330
7	U.S.News & World Report	5,011
	Total	**454,867**

Avg. Newsstand Circ.

1	TV Guide	8,463,030
2	People Weekly	1,684,202
3	Time	219,369
4	Newsweek	168,042
5	Sports Illustrated	113,136
6	Sporting News	55,009
7	U.S.News & World Report	53,115
	Total	**10,755,903**

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	Sports Illustrated	2.5
2	TV Guide	−1.7
3	Time	−2.3
4	People Weekly	−4.1
5	Sporting News	−4.6
6	Newsweek	−6.1
7	U.S.News & World Report	−10.3

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	Sports Illustrated	2,803
2	Sporting News	−2,631
3	Time	−5,072
4	U.S.News & World Report	−6,123
5	Newsweek	−10,975
6	People Weekly	−72,449
7	TV Guide	−146,178
	Total	**−240,625**

% Chg. News. Revenue

	1985 vs. 1984	%
1	People Weekly	13.1
2	TV Guide	11.3
3	Time	3.9
4	Sporting News	1.6
5	Sports Illustrated	0.1
6	U.S.News & World Report	−0.2
7	Newsweek	−0.7

MAGAZINE PROFILES

evaluates trends concerning the part sport plays in contemporary life. It provides instruction for both participants and spectators. Articles range through various fields: travel, architecture, art, fashion, physical fitness and conservation. Special departments deal with sports equipment, books and statistics.

Member: ABC

Primary SRDS Classification No. C-36A

TIME

Time Inc.
Time&Life Building
Rockefeller Center
New York, NY 10020-1393
(212) 586-1212
Year founded: 1923
Published: Weekly

Editorial Description: TIME, The Weekly Newsmagazine is designed to keep readers of both sexes and all ages informed on the world's important news every week. It is entirely staff written and much of its material comes from the direct reports of Time-Life News Service correspondents in key news centers around the globe. The news in TIME is organized by departments, including: Art, Behavior, Books, Business, Cinema, Education, Environment, Law, Modern Living, Music, Nation, Press, Religion, Theater and World. The Cover Story examines a significant situation or personality in depth, and Essay deals with issues and ideas. Throughout the magazine the Editors aim to put events in perspective and provide both facts and insight.

Member: ABC

Primary SRDS Classification No. C-36A

TV Guide

Triangle Publications, Inc.
#4 Radnor Corporate Center
Radnor, PA 19088
(215) 293-8500
Year founded: 1953
Frequency: Weekly

Editorial Description: TV Guide reports, probes and analyzes various aspects of network, cable and pay television. Its national editorial section contains in-depth reports on the television medium, and a wide array of updates, backgrounders, special profiles and features, many of which deal with the medium's relationships with news, sports, science, finance, politics, government, literature, the arts and social issues. The local section provides network, local and pay/cable programming information for each local edition area.

Member: ABC

Primary SRDS Classification No. C-36A

U.S.News & World Report

U.S.News & World Report, Inc.
2400 N Street, N.W.
Washington, DC 20037
(202) 955-2000
Year founded: 1933
Published: Weekly

Editorial Description: U.S.News & World Report is devoted to major trends, developments and issues in national and world news. Original reports and special analyses emphasize the economic and social effects of the news, with application for business and professional people and their families.

Member: ABC

Primary SRDS Classification No. C-36A

Figures are Folio estimates for the calendar year 1985.

OUTDOOR

Ad Pages

1	Field & Stream	1,048
2	Sports Afield	1,034
3	Saltwater Sportsman	904
4	Outdoor Life	849
5	Petersen's Hunting	574
6	Guns & Ammo	553
7	Bassmaster Magazine	518
8	Shooting Times	459
9	Fins and Feathers	367
10	American Rifleman	316
11	American Hunter	241
	Total	6,863

% Chg. Ad Pages

	1985 vs. 1984	%
1	Bassmaster Magazine	11.6
2	Petersen's Hunting	7.4
3	Field & Stream	2.8
4	Shooting Times	2.7
5	Sports Afield	−1.8
6	Guns & Ammo	−5.4
7	Outdoor Life	−7.4
8	Fins and Feathers	−26.9
9	American Rifleman	ne
10	Saltwater Sportsman	ne
11	American Hunter	ne

Net Chg. Ad Pages

	1985 vs. 1984	
1	Bassmaster Magazine	54
2	Petersen's Hunting	40
3	Field & Stream	29
4	Shooting Times	12
5	Sports Afield	−19
6	Guns & Ammo	−31
7	Outdoor Life	−67
8	Fins and Feathers	−135
9	American Rifleman	ne
10	Saltwater Sportsman	ne
11	American Hunter	ne
	Total	−117

Avg. Ad Pages/Copy

1	Field & Stream	87
2	Sports Afield	86
3	Saltwater Sportsman	75
4	Outdoor Life	71
5	Bassmaster Magazine	58
6	Petersen's Hunting	48
7	Guns & Ammo	46
8	Fins and Feathers	41
9	Shooting Times	38
10	American Rifleman	26
11	American Hunter	20

Ad Revenue

		$000
1	Field & Stream	36,244
2	Outdoor Life	20,639
3	Sports Afield	13,930
4	Guns & Ammo	5,697
5	Bassmaster Magazine	5,598
6	American Rifleman	4,386
7	American Hunter	3,411
8	Petersen's Hunting	3,375
9	Saltwater Sportsman	3,000
10	Fins and Feathers	1,890
11	Shooting Times	1,568
	Total	99,738

% Chg. Ad Revenue

	1985 vs. 1984	%
1	Bassmaster Magazine	20.4
2	Petersen's Hunting	13.4
3	Shooting Times	11.6
4	Sports Afield	8.5
5	Outdoor Life	6.2
6	Field & Stream	5.4
7	Guns & Ammo	2.8
8	Fins and Feathers	−7.9
9	American Rifleman	ne
10	American Hunter	ne
11	Saltwater Sportsman	ne

Net Chg. Ad Revenue

	1985 vs. 1984	$000
1	Field & Stream	1,852
2	Outdoor Life	1,204
3	Sports Afield	1,086
4	Bassmaster Magazine	948
5	Petersen's Hunting	400
6	Shooting Times	163
7	Guns & Ammo	154
8	Fins and Feathers	−162
9	American Hunter	ne
10	Saltwater Sportsman	ne
11	American Rifleman	ne
	Total	5,645

Avg. Edit. Pages/Copy

1	Sports Afield	77
2	Bassmaster Magazine	71
3	Field & Stream	70
4	Outdoor Life	65
5	Petersen's Hunting	64
6	Saltwater Sportsman	61
7	American Rifleman	61
8	Shooting Times	57
9	Guns & Ammo	57
10	American Hunter	53
11	Fins and Feathers	47

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ne = not estimated

MAGAZINE PROFILES

American Hunter

National Rifle Association of America
1600 Rhode Island Ave., N.W.
Washington, D.C. 20036
(202) 828-6000
Year founded: 1973
Published: Monthly

Editorial Description: The American Hunter is edited for persons interested in sport hunting. Articles dealing with various sport hunting and related activities both at home and abroad are featured each month. With the encouragement of the sport as a prime game management tool, emphasis is on technique, sportsmanship and safety. In each issue hunting equipment and firearms are evaluated, legislative happenings affecting the sport are reported, lore and legend are retold and the business of the Association is recorded in the Official Journal section.

Member: ABC

Primary SRDS Classification No. C-19

American Rifleman

National Rifle Association of America
1600 Rhode Island Ave., N.W.
Washington, D.C. 20036
(202) 828-6000
Year founded: 1888
Published: Monthly

Editorial Description: American Rifleman is edited for persons who have a strong hobby or professional interest in all aspects of firearms ownership and their legitimate use afield and in competition. These are presented for readers with hobby or professional interests in rifles, shotguns, handguns, components, ammunition and shooting accessories. Each issue includes critical evaluations of new firearms, ammunition and accessories. Also included are technical questions and answers, collector shows and books. The business of the Association is recorded in the Official Journal section.

Member: ABC

Primary SRDS Classification No. C-19

Bassmaster Magazine

B.A.S.S. Publications
One Bell Road
Montgomery, AL 36117
(205) 272-9530
Year founded: 1968
Published: 9x per year

Editorial Description: Bassmaster Magazine is edited for expert or beginner fresh water bass fishermen. Illustrated articles cover tactics and tackle for locating and catching largemouth, smallmouth, and spotted bass in man-made reservoirs, natural lakes or streams. Emphasis is on "how-to" with advice from professional anglers on the Bass Tournament Trail. Special issues feature coverage on bass boats, motors, accessories, Bass Masters Classic world finals, and an annual forecast of bass fishing "hot spots" with detailed where-to and how-to. Bass Club activities, conservation alerts, bass research, tournament reports, and a Tackle Report with expert's advice on new products are regular features.

Member: ABC

Primary SRDS Classification No. C-19

Field & Stream

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6000
Year founded: 1895
Published: Monthly

Editorial Description: Field & Stream is published for the outdoor sportsman and his family. While hunting and fishing are at the core of the editorial coverage, each issue features articles and departments devoted to conservation, fish and game recipes, camping, boating, gun dogs, vehicles, humor, and new products. Each issue also includes an eight-page locally edited section specifically tailored to the needs of outdoorsmen in each of five geographic regions.

Member: ABC

Primary SRDS Classification No. C-19

Fins and Feathers

Fins and Feathers Publishing Company
318 West Franklin Avenue
Minneapolis, MN 55404
(612) 874-8130
Year founded: 1972
Published: Monthly

Editorial Description: Fins and Feathers is edited for America's sportsman and his family who have an active interest in fishing, hunting, and outdoor recreation as a focal point in their lives. It provides in each of the 41 separate state edi-

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Figures are FOLIO estimates for the calendar year 1985.

OUTDOOR

Continued

Average Circulation

1	Field & Stream	2,008,171
2	Outdoor Life	1,507,813
3	American Hunter	1,496,944
4	American Rifleman	1,457,076
5	Sports Afield	523,904
6	Guns & Ammo	509,185
7	Bassmaster Magazine	416,218
8	Fins and Feathers	392,975
9	Petersen's Hunting	280,036
10	Shooting Times	194,267
11	Saltwater Sportsman	114,722
	Total	**8,901,311**

% Chg. Avg. Circ.

	1985 vs. 1984	%
1	Bassmaster Magazine	2.5
2	Field & Stream	0.2
3	Sports Afield	0.1
4	Outdoor Life	−0.4
5	Guns & Ammo	−2.5
6	Petersen's Hunting	−3.5
7	Shooting Times	−9.2
8	Fins and Feathers	−9.9
9	Saltwater Sportsman	ne
10	American Rifleman	ne
11	American Hunter	ne

Net Chg. Avg. Circ.

	1985 vs. 1984	
1	Bassmaster Magazine	10,333
2	Field & Stream	4,997
3	Sports Afield	736
4	Outdoor Life	−5,467
5	Petersen's Hunting	−10,307
6	Guns & Ammo	−13,072
7	Shooting Times	−19,624
8	Fins and Feathers	−43,339
9	Saltwater Sportsman	ne
10	American Rifleman	ne
11	American Hunter	ne
	Total	**−75,743**

Avg. Total Pages/Copy

	ad pages + edit. pages	
1	Sports Afield	163
2	Field & Stream	157
3	Saltwater Sportsman	136
4	Outdoor Life	136
5	Bassmaster Magazine	128
6	Petersen's Hunting	112
7	Guns & Ammo	103
8	Shooting Times	96
9	Fins and Feathers	87
10	American Rifleman	87
11	American Hunter	73

Total Revenue

	ad rev. + circ. rev.	$000
1	Field & Stream	57,626
2	Outdoor Life	38,975
3	Sports Afield	20,225
4	American Rifleman	18,957
5	American Hunter	18,377
6	Guns & Ammo	12,729
7	Bassmaster Magazine	9,861
8	Fins and Feathers	7,746
9	Petersen's Hunting	7,067
10	Saltwater Sportsman	5,326
11	Shooting Times	5,267
	Total	**202,156**

% Chg. Total Revenue

	1985 vs. 1984	%
1	Bassmaster Magazine	12.2
2	Petersen's Hunting	10.0
3	Guns & Ammo	7.2
4	Field & Stream	6.2
5	Shooting Times	5.9
6	Sports Afield	3.8
7	Outdoor Life	2.5
8	Fins and Feathers	−3.5
9	American Hunter	ne
10	Saltwater Sportsman	ne
11	American Rifleman	ne

Subscription Revenue

		$000
1	Field & Stream	18,051
2	Outdoor Life	15,307
3	American Hunter	14,966
4	American Rifleman	14,571
5	Fins and Feathers	4,972
6	Bassmaster Magazine	4,037
7	Sports Afield	3,695
8	Guns & Ammo	3,484
9	Petersen's Hunting	1,941
10	Saltwater Sportsman	1,625
11	Shooting Times	1,257
	Total	**83,906**

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	Field & Stream	7.4
2	Fins and Feathers	7.2
3	Guns & Ammo	6.6
4	Sports Afield	3.5
5	Bassmaster Magazine	3.0
6	Petersen's Hunting	2.1
7	Outdoor Life	0.3
8	Shooting Times	−4.7
9	Saltwater Sportsman	ne
10	American Rifleman	ne
11	American Hunter	ne

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ne = not estimated

MAGAZINE PROFILES

tions articles which instruct the reader in how to better engage in outdoor activities in and around his state. Associated activities and departments include Camping, Gun Dogs, Boating, Guns and Ammo, Bow Hunting, Recipe File, New Products, State Lake Maps, and Hunting Areas.

Member: ABC

Primary SRDS Classification No. C-19

Guns & Ammo

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 854-2222
Year founded: 1969
Published: Monthly

Editorial Description: Guns and Ammo offers a semi-technical approach to sporting firearms and their uses for beginners and experts alike. It includes articles on hunting, target shooting, antique firearms, ammunition, reloading and field tests in guns and shooting equipment. Regular columns include new products, letters, book reviews and technical questions.

Member: ABC

Primary SRDS Classification No. C-19

Outdoor Life

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1898
Published: Monthly

Editorial Description: Outdoor Life is edited for the active sportsman and his outdoor-oriented family. Two-thirds of the feature articles are devoted to national interests, and one-third to the interests of four different regions: Northeast, South, Midwest and West. This editorial program provides feature articles and departments for the experienced as well as novice sportsman. Regularly covered subjects include hunting, fishing, boating, camping, archery, trap & skeet, conservation, dogs, photography, travel, equipment and apparel necessary for greater enjoyment of the out-of-doors. Emphasis throughout Outdoor Life is on participation.

Member: ABC

Primary SRDS Classification No. C-19

Petersen's Hunting

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 854-2222
Year founded: 1973
Published: Monthly

Editorial Description: Petersen's Hunting is a magazine devoted to the sport of recreational hunting. It offers information for the true hunter. Petersen's Hunting presents in-depth coverage of big game, small game, upland game, waterfowl, exotic game, hunting vehicles and gun dogs. In addition, Petersen's Hunting is involved in game conservation and ecology, and the critical roles played by the hunter and the manufacturer.

Member: ABC

Primary SRDS Classification No. C-19

Salt Water Sportsman

Salt Water Sportsman, Inc.
186 Lincoln Street
Boston, MA 02111
(617) 426-4074
Year founded: 1939
Published: Monthly

Editorial Description: Salt Water Sportsman is aimed at today's serious salt water sport fisherman who is interested in improving his skills and keeping abreast of new trends in tackle and techniques. Feature stories stress the how-to, where-to aspects of the sport, with emphasis on conservation. Special sections and monthly departments cover boat selection and maintenance, news items and new products, electronics, engines, vehicles, how to build and repair tackle and gear and local fishing forecasts. Salt Water Sportsman has a two-fold purpose: to give the advanced angler new and useful information, and to help educate those just starting the sport.

Member: ABC

Primary SRDS Classification No. C-6.

Figures are FOLIO estimates for the calendar year 1985.

OUTDOOR

Continued

Avg. Subscription Circ.

1	Field & Stream	1,860,530
2	American Hunter	1,496,944
3	American Rifleman	1,457,076
4	Outdoor Life	1,363,604
5	Sports Afield	412,792
6	Bassmaster Magazine	403,667
7	Guns & Ammo	361,371
8	Fins and Feathers	336,196
9	Petersen's Hunting	207,075
10	Shooting Times	91,505
11	Saltwater Sportsman	91,369
	Total	**8,082,129**

% Chg. Avg. Sub. Circ.

1985 vs. 1984		%
1	Sports Afield	5.4
2	Bassmaster Magazine	3.0
3	Outdoor Life	0.7
4	Field & Stream	0.2
5	Guns & Ammo	−4.3
6	Petersen's Hunting	−4.8
7	Fins and Feathers	−11.4
8	Shooting Times	−14.3
9	American Rifleman	ne
10	Saltwater Sportsman	ne
11	American Hunter	ne

Net Chg. Avg. Sub. Circ.

1985 vs. 1984		
1	Sports Afield	21,010
2	Bassmaster Magazine	11,715
3	Outdoor Life	9,095
4	Field & Stream	3,556
5	Petersen's Hunting	−10,494
6	Shooting Times	−15,270
7	Guns & Ammo	−16,386
8	Fins and Feathers	−43,063
9	American Hunter	ne
10	Saltwater Sportsman	ne
11	American Rifleman	ne
	Total	**−39,837**

Newsstand Revenue

		$000
1	Guns & Ammo	3,548
2	Field & Stream	3,331
3	Outdoor Life	3,028
4	Sports Afield	2,600
5	Shooting Times	2,442
6	Petersen's Hunting	1,751
7	Fins and Feathers	884
8	Saltwater Sportsman	701
9	Bassmaster Magazine	226
10	American Hunter	0
11	American Rifleman	0
	Total	**18,511**

Avg. Newsstand Circ.

1	Guns & Ammo	147,814
2	Field & Stream	147,642
3	Outdoor Life	144,209
4	Sports Afield	111,112
5	Shooting Times	102,762
6	Petersen's Hunting	72,962
7	Fins and Feathers	56,779
8	Saltwater Sportsman	23,354
9	Bassmaster Magazine	12,552
10	American Hunter	0
11	American Rifleman	0
	Total	**819,186**

% Chg. Avg. News. Circ.

1985 vs. 1984		%
1	Guns & Ammo	2.3
2	Field & Stream	1.0
3	Petersen's Hunting	0.3
4	Fins and Feathers	−0.5
5	Shooting Times	−4.1
6	Outdoor Life	−9.2
7	Bassmaster Magazine	−9.7
8	Sports Afield	−15.4
9	American Hunter	n/a
10	American Rifleman	n/a
11	Saltwater Sportsman	ne

Net Chg. Avg. News. Circ.

1985 vs. 1984		
1	Guns & Ammo	3,315
2	Field & Stream	1,442
3	Petersen's Hunting	187
4	Fins and Feathers	−276
5	Bassmaster Magazine	−1,352
6	Shooting Times	−4,355
7	Outdoor Life	−14,561
8	Sports Afield	−20,275
9	American Rifleman	n/a
10	American Hunter	n/a
11	Saltwater Sportsman	ne
	Total	**−35,875**

% Chg. News. Revenue

1985 vs. 1984		%
1	Guns & Ammo	15.6
2	Petersen's Hunting	13.3
3	Shooting Times	8.6
4	Field & Stream	8.5
5	Bassmaster Magazine	1.8
6	Outdoor Life	−9.2
7	Sports Afield	−15.4
8	Fins and Feathers	−33.8
9	American Hunter	n/a
10	American Rifleman	n/a
11	Saltwater Sportsman	ne

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Shooting Times

PJS Publications Inc.
News Plaza
P.O. Box 1790
Peoria, IL 61656
(309) 682-6626
Year founded: 1960
Published: Monthly

Editorial Description: Shooting Times magazine is edited for the gun enthusiast, experienced and novice. Guns and shooting activities in the shooting sports are covered. Articles are semitechnical, covering handguns, rifles, shotguns, muzzleloading, hunting—varmint, big and small game, upland bird hunting. Ammo reloading covers handguns, rifles and shotguns and outdoor gear. Also, conservation, how-to-do-it articles. New and existing guns, products and components are evaluated. Columns (monthly) are on handguns, hunting, Q&A's, gunsmithing, reloading, conservation, firearms laws, rifles and shotguns, both rimfire and centerfire.

Member: ABC

Primary SRDS Classification No. C-19

Sports Afield

Hearst Magazines
250 West 55th Street
New York, NY 10019
(212) 262-8850
Year founded: 1887
Published: Monthly

Editorial Description: Sports Afield is edited for the outdoor sports enthusiast. Illustrated feature articles cover outdoor activity. Advice on camping, hunting, arms and ammunition, fishing, boating, sporting dogs, trap and skeet, recreational vehicles, food, outdoor wear and wines and spirits as well as new products. Issues feature coverage of seasonal activities, with emphasis on where and how.

Member: ABC

Primary SRDS Classification No. C-19

Figures are Folio estimates for the calendar year 1985.

PERSONAL FINANCE & MANAGEMENT

Ad Pages

1	Barron's	2,307
2	Money	1,461
3	Changing Times	492
4	Success!	374
5	S. Porter's Pers. Fin.	257
6	Consumers Digest	209
7	Consumer Reports	0
	Total	**5,100**

% Chg. Ad Pages

1985 vs. 1984		%
1	Consumers Digest	104.9
2	Barron's	−1.8
3	Money	−3.8
4	Success!	−6.3
5	Changing Times	−8.1
6	Consumer Reports	n/a
7	S. Porter's Pers. Fin.	ne

Net Chg. Ad Pages

1985 vs. 1984		
1	Consumers Digest	107
2	Success!	−25
3	Changing Times	−43
4	Barron's	−43
5	Money	−57
6	Consumer Reports	n/a
7	S. Porter's Pers. Fin.	ne
	Total	**−61**

Avg. Ad Pages/Copy

1	Money	122
2	Barron's	44
3	S. Porter's Pers. Fin.	43
4	Changing Times	41
5	Success!	34
6	Consumers Digest	26
7	Consumer Reports	0

Ad Revenue

		$000
1	Money	62,271
2	Barron's	22,463
3	Changing Times	12,201
4	Success!	3,445
5	Consumers Digest	3,264
6	S. Porter's Pers. Fin.	1,638
7	Consumer Reports	0
	Total	**105,282**

% Chg. Ad Revenue

1985 vs. 1984		%
1	Consumers Digest	131.4
2	Success!	20.1
3	Money	9.0
4	Barron's	7.0
5	Changing Times	−4.7
6	Consumer Reports	n/a
7	S. Porter's Pers. Fin.	ne

Net Chg. Ad Revenue

1985 vs. 1984		$000
1	Money	5,130
2	Consumers Digest	1,853
3	Barron's	1,465
4	Success!	577
5	Changing Times	−601
6	Consumer Reports	n/a
7	S. Porter's Pers. Fin.	ne
	Total	**8,424**

Avg. Edit. Pages/Copy

1	Consumer Reports	87
2	S. Porter's Pers. Fin.	57
3	Changing Times	53
4	Success!	52
5	Money	ne
6	Barron's	ne
7	Consumers Digest	ne

Average Circulation

1	Consumer Reports	3,618,553
2	Money	1,661,188
3	Changing Times	1,425,751
4	Consumers Digest	1,025,056
5	S. Porter's Pers. Fin.	355,270
6	Success!	350,897
7	Barron's	256,821
	Total	**8,693,536**

% Chg. Avg. Circ.

1985 vs. 1984		%
1	Success!	19.6
2	Consumer Reports	15.1
3	Money	11.2
4	Changing Times	1.8
5	Consumers Digest	1.4
6	Barron's	−8.3
7	S. Porter's Pers. Fin.	ne

Net Chg. Avg. Circ.

1985 vs. 1984		
1	Consumer Reports	474,631
2	Money	167,493
3	Success!	57,488
4	Changing Times	25,180
5	Consumers Digest	13,727
6	Barron's	−23,318
7	S. Porter's Pers. Fin.	ne
	Total	**715,201**

Avg. Total Pages/Copy

ad pages + edit. pages		
1	S. Porter's Pers. Fin.	100
2	Changing Times	94
3	Consumer Reports	87
4	Success!	86
5	Money	ne
6	Barron's	ne
7	Consumers Digest	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Barron's

National Business and Financial Weekly

Dow Jones & Co.
420 Lexington Avenue
New York, NY 10170
(212) 808-7220
Year founded: 1921
Published: Weekly

Editorial Description: Barron's contains in-depth analyses of how the capital markets will impact on the future of business and government. Its columns and features are designed to help readers make decisions regarding the deployment of business and personal capital. Articles point out industrial developments and investment opportunities affecting the businessman, the money manager, the investor, the advocate, and the consumer. Each issue contains corporate evaluations, financial columns, and a complete listing of economic indicators and market results.

Member: ABC

Primary SRDS Classification No. C-8

Changing Times

The Kiplinger Washington Editors, Inc.
220 East 42nd Street, Suite 3010
New York, NY 10017
(212) 599-0454
Year founded: 1947
Published: Monthly

Editorial Description: Changing Times provides practical information about ways to maximize current assets and anticipate opportunities in an increasingly complex world. Changing Times features updates on new and existing products and services and provides information on investments, insurance, taxes, home ownership, recreation, education, automobiles, health care and career and retirement planning. Regular editorial departments cover the economic outlook, jobs, travel and recreation, books, home improvement and maintenance, things to write for and answers to readers' questions.

Member: ABC

Primary SRDS Classification No. C-22

Consumer Reports

Consumers Union
256 Washington Street
Mount Vernon, NY 10553
(914) 667-9400
Year founded: 1936
Published: Monthly

Consumer Reports, published by Consumers Union, was established in 1936 as a non-profit publication to provide consumers with information and advice on goods, services, health and personal finance; and to initiate and cooperate with individual and group efforts to maintain and enhance the quality of life for consumers. Ratings and reports are based on laboratory tests, controlled use tests and expert judgments. Tests are based on products or services bought on the open market.

Consumers Digest

Consumers Digest, Inc.
5705 North Lincoln Avenue
Chicago, IL 60659
(312) 275-3590
Year founded: 1959
Published: 8x per year

Editorial Description: Consumers Digest is edited for consumers who are seeking detailed and specific advice, evaluations, and recommendations on products and services which they plan to buy in the near future. Articles, regular departments, and intensive special studies are designed to help consumers find maximum value when they make purchases in such areas as: automobiles, electronic equipment, household products, food, alcoholic beverages, career planning, home ownership, recreation, money management, travel and others.

Member: ABC

Primary SRDS Classification No. C-22

Figures are FOLIO estimates for the calendar year 1985.

PERSONAL FINANCE & MANAGEMENT

Continued

Total Revenue

ad rev. + circ. rev.	$000
1 Money	107,619
2 Consumer Reports	59,312
3 Barron's	39,830
4 Changing Times	27,615
5 Consumers Digest	13,098
6 Success!	8,133
7 S. Porter's Pers. Fin.	5,954
Total	**261,561**

% Chg. Total Revenue

1985 vs. 1984	%
1 Success!	49.3
2 Consumer Reports	26.6
3 Consumers Digest	20.8
4 Money	11.8
5 Barron's	-0.3
6 Changing Times	-2.7
7 S. Porter's Pers. Fin.	ne

Subscription Revenue

	$000
1 Consumer Reports	55,558
2 Money	35,808
3 Changing Times	14,684
4 Consumers Digest	9,683
5 Barron's	9,068
6 Success!	3,809
7 S. Porter's Pers. Fin.	3,533
Total	**132,143**

% Chg. Sub. Revenue

1985 vs. 1984	%
1 Success!	38.3
2 Consumer Reports	28.1
3 Money	18.5
4 Consumers Digest	3.2
5 Changing Times	-1.3
6 Barron's	-12.4
7 S. Porter's Pers. Fin.	ne

Avg. Subscription Circ.

1 Consumer Reports	3,472,392
2 Changing Times	1,391,004
3 Money	1,355,448
4 Consumers Digest	1,015,658
5 Success!	310,970
6 S. Porter's Pers. Fin.	303,053
7 Barron's	150,424
Total	**7,998,949**

% Chg. Avg. Sub. Circ.

1985 vs. 1984	%
1 Success!	20.3
2 Consumer Reports	16.1
3 Money	12.5
4 Changing Times	1.8
5 Consumers Digest	1.0
6 Barron's	-12.4
7 S. Porter's Pers. Fin.	ne

Net Chg. Avg. Sub. Circ.

1985 vs. 1984	
1 Consumer Reports	480,678
2 Money	150,491
3 Success!	52,492
4 Changing Times	24,025
5 Consumers Digest	10,463
6 Barron's	-21,353
7 S. Porter's Pers. Fin.	ne
Total	**696,796**

Newsstand Revenue

	$000
1 Money	9,539
2 Barron's	8,299
3 Consumer Reports	3,753
4 Success!	878
5 S. Porter's Pers. Fin.	783
6 Changing Times	730
7 Consumers Digest	150
Total	**24,132**

Avg. Newsstand Circ.

1 Money	305,740
2 Consumer Reports	146,161
3 Barron's	106,397
4 S. Porter's Pers. Fin.	52,217
5 Success!	39,928
6 Changing Times	34,747
7 Consumers Digest	9,398
Total	**694,588**

% Chg. Avg. News. Circ.

1985 vs. 1984	%
1 Consumers Digest	53.2
2 Success!	14.3
3 Money	5.9
4 Changing Times	3.4
5 Barron's	-1.8
6 Consumer Reports	-4.0
7 S. Porter's Pers. Fin.	ne

Net Chg. Avg. News. Circ.

1985 vs. 1984	
1 Money	17,002
2 Success!	4,997
3 Consumers Digest	3,264
4 Changing Times	1,155
5 Barron's	-1,966
6 Consumer Reports	-6,047
7 S. Porter's Pers. Fin.	ne
Total	**18,405**

% Chg. News. Revenue

1985 vs. 1984	%
1 Consumers Digest	206.9
2 Success!	28.6
3 Consumer Reports	8.7
4 Money	6.7
5 Changing Times	3.5
6 Barron's	-3.7
7 S. Porter's Pers. Fin.	ne

ne = not estimated

MAGAZINE PROFILES

Money

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1972
Published: Monthly

Editorial Description: Money is America's magazine of personal finance. Each issue tackles subjects that concern affluent men and women most today: gaining maximum return on investments, increasing earning power, saving wisely, obtaining quality and values in key purchases.

Member: ABC

Primary SRDS Classification No. C-22

SUCCESS!

The Magazine for Achievers

Success Magazine Company
342 Madison Avenue
New York, NY 10173
(212) 503-0700
Year founded: 1954; relaunched 1984
Published: 11X per year

Editorial Description: SUCCESS! is a magazine designed to stimulate, encourage and challenge those who seek continuous achievement in their business and personal lives. Each issue applies to attaining personal goals, entrepreneurial activities and management of business affairs.

Member: ABC

Primary SRDS Classification No. C-8

Sylvia Porter's Personal Finance Magazine

Sylvia Porter's Personal Finance Magazine Company
380 Lexington Ave.
New York, NY 10017
(212) 557-9100
Year founded: 1983
Published: Bimonthly

Editorial Description: Sylvia Porters Personal Finance Magazine covers areas of consumer economics, with features on investing, real estate, taxes, entrepreneurism, etc. In addition to regular features, each issue contains a special section giving in-depth information on a subject of special concern to readers.

Member: ABC

Primary SRDS Classification No. C-8

Figures are FOLIO estimates for the calendar year 1985.

SCIENCE & NATURE

Ad Pages

1	Spectrum	1,180
2	Omni	729
3	Scientific American	567
4	Natural History	496
5	Discover	417
6	Psychology Today	309
7	Science 85	308
8	Science Digest	286
9	Audubon	214
10	National Wildlife	0
	Total	**4,506**

% Chg. Ad Pages

	1985 vs. 1984	%
1	Audubon	22.3
2	Spectrum	5.2
3	Natural History	- 2.7
4	Psychology Today	- 3.7
5	Discover	- 3.9
6	Omni	- 10.9
7	Science 85	- 19.7
8	Science Digest	- 25.0
9	Scientific American	- 32.5
10	National Wildlife	n/a

Net Chg. Ad Pages

	1985 vs. 1984	
1	Spectrum	58
2	Audubon	39
3	Psychology Today	- 12
4	Natural History	- 14
5	Discover	- 17
6	Science 85	- 76
7	Omni	- 89
8	Science Digest	- 95
9	Scientific American	- 273
10	National Wildlife	n/a
	Total	**- 479**

Avg. Ad Pages/Copy

1	Spectrum	98
2	Omni	61
3	Scientific American	47
4	Natural History	41
5	Audubon	36
6	Discover	35
7	Science 85	31
8	Psychology Today	26
9	Science Digest	24
10	National Wildlife	0

Ad Revenue

		$000
1	Omni	16,241
2	Scientific American	13,207
3	Spectrum	7,223
4	Discover	6,393
5	Science 85	5,697
6	Psychology Today	5,696
7	Natural History	5,104
8	Science Digest	4,156
9	Audubon	1,800
10	National Wildlife	0
	Total	**65,517**

% Chg. Ad Revenue

	1985 vs. 1984	%
1	Audubon	20.0
2	Spectrum	17.1
3	Natural History	7.3
4	Psychology Today	3.4
5	Omni	1.0
6	Science Digest	- 16.2
7	Science 85	- 20.0
8	Scientific American	- 23.1
9	Discover	- 39.7
10	National Wildlife	n/a

Net Chg. Ad Revenue

	1985 vs. 1984	$000
1	Spectrum	1,056
2	Natural History	348
3	Audubon	300
4	Psychology Today	187
5	Omni	161
6	Science Digest	- 802
7	Science 85	- 1,427
8	Scientific American	- 3,958
9	Discover	- 4,203
10	National Wildlife	n/a
	Total	**- 8,338**

Avg. Edit. Pages/Copy

1	Audubon	141
2	Scientific American	91
3	Spectrum	81
4	Science 85	73
5	Omni	72
6	Science Digest	70
7	Discover	68
8	Natural History	65
9	Psychology Today	58
10	National Wildlife	57

Average Circulation

1	Discover	936,636
2	Psychology Today	873,209
3	Omni	863,276
4	National Wildlife	843,558
5	Science 85	729,860
6	Scientific American	640,771
7	Science Digest	581,971
8	Natural History	498,631
9	Audubon	380,666
10	Spectrum	247,136
	Total	**6,595,714**

% Chg. Avg. Circ.

	1985 vs. 1984	%
1	National Wildlife	4.1
2	Omni	3.1
3	Science Digest	2.8
4	Psychology Today	2.3
5	Science 85	1.5
6	Spectrum	0.6
7	Audubon	0.4
8	Natural History	- 1.0
9	Scientific American	- 1.3
10	Discover	- 4.8

Net Chg. Avg. Circ.

	1985 vs. 1984	
1	National Wildlife	32,867
2	Omni	25,994
3	Psychology Today	19,584
4	Science Digest	15,920
5	Science 85	10,890
6	Audubon	1,531
7	Spectrum	1,442
8	Natural History	- 4,826
9	Scientific American	- 8,482
10	Discover	- 47,300
	Total	**47,620**

Avg. Total Pages/Copy

	ad pages + edit. pages	
1	Spectrum	179
2	Audubon	176
3	Scientific American	138
4	Omni	133
5	Natural History	106
6	Science 85	104
7	Discover	102
8	Science Digest	93
9	Psychology Today	84
10	National Wildlife	57

MAGAZINE PROFILES

Audubon

The National Audubon Society
950 Third Avenue
New York, NY 10022
(212) 832-3200
Year founded: 1898
Published: Bimonthly

Editorial Description: Audubon is edited for people interested in nature, conservation, the outdoors and an uncontaminated environment. Articles and photographic essays cover subjects from exploration and despoliation of our natural resources to birds and other wildlife, plant life, and insects.

Member: ABC
Primary SRDS Classification No. C-35

DISCOVER

Time Inc.
Time & Life Building
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1980
Published: Monthly

Editorial Description: DISCOVER, The Newsmagazine of Science, reports the important scientific and technological developments that affect our everyday lives. Astronomy to zoology, computers to cosmology, human behavior, medicine and physical fitness—DISCOVER brings science alive in words and graphics tailored to the educated layperson. The quick-close capability affords an editorial timeliness unmatched by any other magazine in the science field. Each issue captures scientific wonders, breakthroughs and personalities with the authority and perception that mark the Time Inc. tradition.

Member: ABC
Primary SRDS Classification No. C-43

National Wildlife

National Wildlife Federation
8925 Leesburg Pike
Vienna, VA 22184
(703) 790-4500
Year founded: 1962
Published: Bimonthly

NATURAL HISTORY

The Magazine of Natural Science

American Museum of Natural History
Central Park West at 79th Street
New York, NY 10024
(212) 873-1498
Year founded: 1900
Published: Monthly

Editorial Description: NATURAL HISTORY is a journal of Scientific Research and a showcase for the world's great natural treasures. It provides a record of the on-going human quest to explore, map and understand the planet, its environment, its geography, its geology and that which lives or has ever lived upon it. Regular features include a "Naturalist At Large" column, astronomy column, natural foods column and book reviews.

Member: ABC

Primary SRDS Classification No. C-43

Figures are FOLIO estimates for the calendar year 1985.

SCIENCE & NATURE

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	Omni	36,023
2	Scientific American	29,409
3	Discover	27,437
4	Psychology Today	18,414
5	Science 85	16,157
6	Natural History	14,642
7	Science Digest	13,339
8	National Wildlife	9,765
9	Spectrum	9,432
10	Audubon	7,895
	Total	182,513

% Chg. Total Revenue

	1985 vs. 1984	%
1	Spectrum	16.6
2	National Wildlife	7.1
3	Natural History	5.4
4	Audubon	4.2
5	Psychology Today	3.0
6	Omni	– 1.8
7	Science Digest	– 6.3
8	Science 85	– 6.9
9	Discover	– 11.6
10	Scientific American	– 12.4

Subscription Revenue

		$000
1	Discover	17,176
2	Scientific American	12,082
3	Psychology Today	10,740
4	Omni	10,233
5	National Wildlife	9,765
6	Natural History	9,364
7	Science 85	8,595
8	Audubon	5,976
9	Science Digest	5,132
10	Spectrum	2,209
	Total	91,272

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	Spectrum	15.0
2	Science Digest	8.9
3	National Wildlife	7.1
4	Natural History	4.6
5	Psychology Today	2.5
6	Science 85	1.0
7	Audubon	0.2
8	Discover	– 1.0
9	Scientific American	– 1.8
10	Omni	– 4.9

Avg. Subscription Circ.

1	National Wildlife	843,558
2	Discover	807,697
3	Psychology Today	788,684
4	Science 85	638,858
5	Omni	549,984
6	Scientific American	503,439
7	Natural History	492,819
8	Science Digest	413,228
9	Audubon	374,075
10	Spectrum	247,136
	Total	5,659,478

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	Science Digest	9.9
2	Omni	8.1
3	Spectrum	5.0
4	National Wildlife	4.1
5	Psychology Today	2.0
6	Science 85	1.0
7	Audubon	0.3
8	Natural History	– 0.9
9	Scientific American	– 1.8
10	Discover	– 5.6

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	Omni	41,319
2	Science Digest	37,204
3	National Wildlife	32,867
4	Psychology Today	15,744
5	Spectrum	11,856
6	Science 85	6,266
7	Audubon	1,164
8	Natural History	– 4,596
9	Scientific American	– 9,229
10	Discover	– 48,145
	Total	84,450

Newsstand Revenue

		$000
1	Omni	9,549
2	Scientific American	4,120
3	Science Digest	4,050
4	Discover	3,868
5	Psychology Today	1,978
6	Science 85	1,866
7	Natural History	174
8	Audubon	119
9	National Wildlife	0
10	Spectrum	0
	Total	25,724

Avg. Newsstand Circ.

1	Omni	313,292
2	Science Digest	168,743
3	Scientific American	137,333
4	Discover	128,940
5	Science 85	91,003
6	Psychology Today	84,525
7	Audubon	6,591
8	Natural History	5,812
9	National Wildlife	0
10	Spectrum	0
	Total	936,239

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	Audubon	5.9
2	Science 85	5.4
3	Psychology Today	4.8
4	Discover	0.7
5	Scientific American	0.5
6	Natural History	– 3.8
7	Omni	– 4.7
8	Science Digest	– 11.2
9	Spectrum	n/a
10	National Wildlife	n/a

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	Science 85	4,624
2	Psychology Today	3,839
3	Discover	845
4	Scientific American	746
5	Audubon	367
6	Natural History	– 230
7	Omni	– 15,327
8	Science Digest	– 21,285
9	Spectrum	n/a
10	National Wildlife	n/a
	Total	– 26,421

% Chg. News. Revenue

	1985 vs. 1984	%
1	Discover	25.8
2	Science 85	8.0
3	Audubon	5.9
4	Psychology Today	4.8
5	Scientific American	0.5
6	Omni	– 3.1
7	Natural History	– 3.6
8	Science Digest	– 11.2
9	National Wildlife	n/a
10	Spectrum	n/a

▶

n/a = not applicable

MAGAZINE PROFILES

OMNI

OMNI International, Ltd.
1965 Broadway
New York, NY 10023
(212) 496-6100
Year founded: 1978
Published: Monthly

Editorial Description: OMNI magazine is designed for well-educated readers who are interested in all aspects of technology and of science, including science fact and fiction. It is the magazine of tomorrow, the magazine that shows readers the kind of future they will be living in. OMNI uses the world's best science journalists, artists, photographers and fiction writers to show the future in words and pictures, in interviews, in-depth articles, graphics, illustrations, photographic essays, and stories. The format is about 75% science fact and 25% science fiction.

Member: ABC

Primary SRDS Classification No. C-43

Psychology Today

The American Psychological Association
1200 Seventeenth St., N.W.
Washington, DC 20036
(202) 955-7800
Year founded: 1967
Published: Monthly

Editorial Description: Psychology Today is a forum for the exchange of new ideas which deals with business, technology, science and people from the vantage point of human behavior. Longer articles are contained in a feature well; shorter subjects—facts, ideas, opinion, and humor—are covered in the "Crosstalk" section. Special attention is given to the graphic presentation of the subject matter.

Member: ABC

Primary SRDS Classification No. C-22

Science Digest

Science Digest ceased publication following the September, 1986 issue.

SCIENCE & NATURE

Continued

Science 85

Science 86 ceased publication following the July/August 1986 issue.

Scientific American

Scientific American, Inc.
415 Madison Avenue
New York, NY 10017
(212) 754-0550
Year founded: 1845
Published: Monthly

Editorial Description: Scientific American is edited for laymen interested in the advancement of knowledge and its impact on society. In text and illustration the magazine reports contemporary work on questions about the larger universe, the earth, biosphere, the processes of life, animal behavior, the human mind and human social organization. The social impact of this work is reflected in articles about technology, medicine and the rational management of human affairs. Regular monthly departments include a news column and a book review section.

Member: BPA

Primary SRDS Classification No. C-43

SPECTRUM

The Institute of Electrical & Electronics Engineers, Inc.
345 East 47th Street
New York, NY 10017
(212) 705-7760
Year founded: 1963
Published: Monthly

Editorial Description: SPECTRUM Magazine is edited for the scientific and engineering professional involved in the advancement and understanding of technology and its sociotechnical significance in government, business, industry and education. Features provide insight and pertinent educational information on present developments as well as future trends in the fields of engineering, physics, mathematics, chemistry, medicine/biology and the nuclear sciences.

Member: BPA

Primary SRDS Classification No. C-43

MEN'S LIFESTYLES

Continued from page 135

PLAYBOY

Playboy Enterprises, Inc.
919 North Michigan Avenue
Chicago, IL 60611
(312) 751-8000
Year founded: 1953
Published: Monthly

Editorial Description: PLAYBOY is a magazine of service and entertainment for men. It is designed to chronicle, interpret and shape contemporary values and lifestyles. PLAYBOY presents ideas in living, self-improvement, technology and psychology. It includes interviews, tasteful pictorials, fiction, humor, men's fashion, travel, sports, food and drink, automobiles and home electronics.

Member: ABC

Primary SRDS Classification No. C-30

Science Digest

Science Digest ceased publication following the September, 1986 issue.

Soldier of Fortune

Soldier of Fortune Magazine, Inc.
5735 E. Arapahoe Avenue
Boulder, CO 80303
(303) 449-3750
Year founded: 1975
Published: Monthly

Editorial Description: Soldier of Fortune is a men's adventure publication written for persons interested in current military developments, military affairs and history, combat techniques, outdoor survival, weapons and demolitions. Interviews, personality profiles, light essays, commentaries, guest editorials and humorous pieces related to professional adventure are also considered. Regular columns include letters, book reviews, new products and combat pistolcraft. Soldier of Fortune's editorial takes a stand on political issues and supports maintenance of a strong national defense, the dangers of communism, and the right to keep and bear arms.

Member: ABC

Primary SRDS Classification No. C-30

MEN'S SERVICE

Continued from page 137

Better Homes and Gardens

WOOD

Meredith Corporation
1716 Locust St.
Des Moines, IN 50336
(515) 284-3000
Year founded: 1984
Published: Bimonthly

Editorial Description: WOOD Magazine serves home woodworking hobbyists by providing them a balanced mixture of projects, technologies, and feature material, as well as tips, tool buymanship and other items of woodworking interest.

Primary SRDS Classification No. C-11

WORKBENCH

The Do-It-Yourself Magazine

Modern Handcraft, Inc.
4251 Pennsylvania Avenue
Kansas City, MO 64111
(816) 531-5730
Year founded: 1957
Published: Bimonthly

Editorial Description: WORKBENCH is directed to do-it-yourself homeowners who are deeply involved with all facets of home improvement and woodworking. Both inside and outside projects are covered with complete instructions, drawings and photographs used to guide the reader from start to finish.

Member: ABC

Primary SRDS Classification No. C-24

SPORTS

Ad Pages

1	Sports Illustrated	2,786
2	Yachting	1,942
3	Motor Boating & Sailing	1,930
4	Cruising World	1,619
5	Boating	1,566
6	Sail	1,481
7	Muscle & Fitness	1,318
8	Golf Digest	1,066
9	Skin Diver	969
10	Skiing	959
11	Tennis	959
12	Bicycling	852
13	Ski	791
14	Golf Magazine	739
15	Outside	587
16	Sport	520
17	Bassmaster Magazine	518
18	Sporting News	508
19	Runner's World	496
20	World Tennis	464
21	Runner	431
22	Inside Sports	343
	Total	22,846

% Chg. Ad Pages

1985 vs. 1984		%
1	Inside Sports	16.1
2	Outside	12.9
3	Bassmaster Magazine	11.6
4	Skin Diver	9.2
5	Motor Boating & Sailing	3.1
6	Muscle & Fitness	3.0
7	Sport	−0.5
8	Boating	−1.5
9	Golf Digest	−1.9
10	Skiing	−2.7
11	Yachting	−5.7
12	Cruising World	−7.2
13	Tennis	−7.4
14	Sports Illustrated	−8.1
15	Golf Magazine	−8.9
16	Sporting News	−9.2
17	Sail	−9.6
18	Ski	−10.9
19	World Tennis	−11.9
20	Bicycling	−12.5
21	Runner's World	−19.9
22	Runner	ne

Net Chg. Ad Pages

1985 vs. 1984		
1	Skin Diver	82
2	Outside	67
3	Motor Boating & Sailing	58
4	Bassmaster Magazine	54
5	Inside Sports	48
6	Muscle & Fitness	38
7	Sport	−2
8	Golf Digest	−21
9	Boating	−25
10	Skiing	−27
11	Sporting News	−52
12	World Tennis	−63
13	Golf Magazine	−72
14	Tennis	−77
15	Ski	−97
16	Yachting	−117
17	Bicycling	−122
18	Runner's World	−124
19	Cruising World	−125
20	Sail	−157
21	Sports Illustrated	−247
22	Runner	ne
	Total	−981

Avg. Ad Pages/Copy

1	Yachting	162
2	Motor Boating & Sailing	161
3	Skiing	137
4	Cruising World	135
5	Boating	131
6	Sail	123
7	Muscle & Fitness	110
8	Ski	99
9	Bicycling	95
10	Golf Digest	89
11	Skin Diver	81
12	Tennis	80
13	Golf Magazine	62
14	Bassmaster Magazine	58
15	Sports Illustrated	53
16	Outside	49
17	Sport	43
18	World Tennis	39
19	Runner's World	38
20	Runner	36
21	Inside Sports	29
22	Sporting News	10

Ad Revenue

		$000
1	Sports Illustrated	237,355
2	Golf Digest	35,659
3	Golf Magazine	16,863
4	Tennis	15,070
5	Boating	13,856
6	Skiing	12,544
7	Ski	11,443
8	Sport	11,231
9	Yachting	10,654
10	Sail	9,931
11	Motor Boating & Sailing	7,963
12	Sporting News	7,757
13	Skin Diver	6,757
14	Bicycling	6,208
15	Bassmaster Magazine	5,598
16	World Tennis	5,436
17	Runner's World	5,252
18	Runner	5,000
19	Outside	4,655
20	Cruising World	4,525
21	Muscle & Fitness	2,501
22	Inside Sports	1,562
	Total	437,820

% Chg. Ad Revenue

1985 vs. 1984		%
1	Inside Sports	42.8
2	Outside	25.4
3	Boating	24.1
4	Bassmaster Magazine	20.4
5	Muscle & Fitness	19.1
6	Skin Diver	14.2
7	Yachting	11.8
8	Motor Boating & Sailing	11.0
9	Golf Digest	8.3
10	Sport	6.6
11	Skiing	6.3
12	Sports Illustrated	2.9
13	Bicycling	2.4
14	Golf Magazine	2.0
15	Sporting News	1.8
16	Tennis	0.6
17	Cruising World	0.6
18	Sail	−3.7
19	Ski	−6.1
20	World Tennis	−17.9
21	Runner's World	−18.0
22	Runner	ne

Net Chg. Ad Revenue

1985 vs. 1984		$000
1	Sports Illustrated	6,747
2	Golf Digest	2,736
3	Boating	2,695
4	Yachting	1,127
5	Bassmaster Magazine	948
6	Outside	943
7	Skin Diver	840
8	Motor Boating & Sailing	789
9	Skiing	743
10	Sport	695
11	Inside Sports	468
12	Muscle & Fitness	401
13	Golf Magazine	338
14	Bicycling	143
15	Sporting News	138
16	Tennis	96
17	Cruising World	25
18	Sail	−377
19	Ski	−747
20	Runner's World	−1,152
21	World Tennis	−1,186
22	Runner	ne
	Total	16,410

Avg. Edit. Pages/Copy

1	Muscle & Fitness	122
2	Skiing	90
3	Cruising World	90
4	Bicycling	85
5	Yachting	80
6	Golf Digest	79
7	Sail	77
8	Tennis	73
9	Bassmaster Magazine	71
10	Motor Boating & Sailing	70
11	Boating	69
12	Runner's World	68
13	Runner	66
14	Outside	65
15	Skin Diver	61
16	Sports Illustrated	60
17	Golf Magazine	59
18	Inside Sports	56
19	World Tennis	52
20	Ski	52
21	Sport	46
22	Sporting News	42

▶

ne = not estimated

MAGAZINE PROFILES

Bassmaster Magazine

B.A.S.S. Publications
One Bell Road
Montgomery, AL 36117
(205) 272-9530
Year founded: 1968
Published: 9x per year

Editorial Description: Bassmaster Magazine is edited for expert or beginner fresh water bass fishermen. Illustrated articles cover tactics and tackle for locating and catching largemouth, smallmouth, and spotted bass in man-made reservoirs, natural lakes or streams. Emphasis is on "how-to" with advice from professional anglers on the Bass Tournament Trail. Special issues feature coverage on bass boats, motors, accessories, Bass Masters Classic world finals, and an annual forecast of bass fishing "hot spots" with detailed where-to and how-to. Bass Club activities, conservation alerts, bass research, tournament reports, and a Tackle Report with expert's advice on new products are regular features.

Member: ABC

Primary SRDS Classification No. C-19

Bicycling

Rodale Press, Inc.
33 East Minor St.
Emmaus, PA 18049
(215) 967-5171
Year founded: 1979
Published: 9x per year

Editorial Description: Bicycling features bicycle adventures, bike racing, family bicycle trips, vacations, surveys of technical problems, equipment review, health articles, bicycle commuting, bikeway news, history. Articles encourage the reader to ride a bicycle, or to take a particular trip, or to adapt to a new method of bicycle travel.
Member: ABC
Primary SRDS Classification No. C-45

Boating

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-3985
Year founded: 1956

▶

Figures are Folio estimates for the calendar year 1985.

SPORTS

Continued

Average Circulation

1	Sports Illustrated	2,782,872
2	Golf Digest	1,231,295
3	Sport	931,637
4	Golf Magazine	804,124
5	Sporting News	712,855
6	Tennis	507,337
7	Muscle & Fitness	449,202
8	Skiing	439,461
9	Ski	420,202
10	Bassmaster Magazine	416,218
11	World Tennis	361,698
12	Inside Sports	348,810
13	Runner's World	294,185
14	Runner	277,133
15	Bicycling	248,286
16	Outside	221,242
17	Skin Diver	205,609
18	Boating	191,133
19	Sail	170,066
20	Yachting	145,649
21	Motor Boating & Sailing	145,376
22	Cruising World	115,860
	Total	11,420,250

% Chg. Avg. Circ.

	1985 vs. 1984	%
1	Inside Sports	21.3
2	Sporting News	7.2
3	Muscle & Fitness	6.9
4	Sports Illustrated	4.3
5	Motor Boating & Sailing	2.6
6	Bassmaster Magazine	2.5
7	Golf Magazine	2.2
8	Skin Diver	2.2
9	Golf Digest	1.6
10	Skiing	1.5
11	Tennis	0.5
12	Yachting	0.5
13	Cruising World	0.4
14	Sport	0.3
15	Outside	0.3
16	Boating	− 0.2
17	Ski	− 0.3
18	Sail	− 0.9
19	Bicycling	− 1.3
20	World Tennis	− 6.3
21	Runner's World	− 15.1
22	Runner	ne

Net Chg. Avg. Circ.

	1985 vs. 1984	
1	Sports Illustrated	114,168
2	Inside Sports	61,323
3	Sporting News	47,943
4	Muscle & Fitness	29,131
5	Golf Digest	19,501
6	Golf Magazine	17,686
7	Bassmaster Magazine	10,333
8	Skiing	6,563
9	Skin Diver	4,372
10	Motor Boating & Sailing	3,634
11	Sport	2,932
12	Tennis	2,699
13	Yachting	687
14	Outside	612
15	Cruising World	470
16	Boating	− 367
17	Ski	− 1,405
18	Sail	− 1,534
19	Bicycling	− 3,214
20	World Tennis	− 24,257
21	Runner's World	− 52,473
22	Runner	ne
	Total	238,804

Avg. Total Pages/Copy

	ad pages + edit. pages	
1	Yachting	242
2	Muscle & Fitness	232
3	Motor Boating & Sailing	231
4	Skiing	227
5	Cruising World	225
6	Sail	201
7	Boating	200
8	Bicycling	180
9	Golf Digest	168
10	Tennis	153
11	Ski	151
12	Skin Diver	142
13	Bassmaster Magazine	128
14	Golf Magazine	120
15	Outside	114
16	Sports Illustrated	112
17	Runner's World	107
18	Runner	102
19	World Tennis	91
20	Sport	89
21	Inside Sports	84
22	Sporting News	52

▶

ne = not estimated

MAGAZINE PROFILES

Published: Monthly

Editorial Description: Boating is edited for the informed powerboat enthusiast, saltwater or freshwater, who owns a boat or is about to buy one. It features information on power boats, marine engines, outboard motors, marine electronics, accessories, seamanship, boat-buying, financing and maintenance. Other feature topics include sportfishing, long range and sport cruising, and powerboat racing. Each issue features a Boat Test, an analysis of current model powerboats, electronics and engine information, and a section on new gear. Boating provides comprehensive periodic guides to products for boatmen, offers commentary on various marine problems, features articles on inland and coastal cruising areas and the waterfront lifestyle.

Member: ABC

Primary SRDS Classification No. C-6

Cruising World

Cruising World Publications, Inc.
524 Thames Street
Newport, RI 02840
(401) 847-1588
Year founded: 1974
Published: Monthly

Editorial Description: Cruising World is edited for those who enjoy cruising under sail and for those interested in acquiring new skills enabling them to navigate and sail safely in coastal waters, on lakes and across oceans. About half the articles involve information and "how to" aimed at helping an owner maintain and enjoy his sailboat. The other half reflects reader experiences, sailing with family, friends, and sometimes alone. Seamanship, safety, and our relationship with the environment are regular subjects.

Member: ABC

Primary SRDS Classification No. C-6

Golf Digest

Golf Digest, Inc.
5520 Park Avenue
P.O. Box 0395
Trumbull, CT 06611-0395
(203) 373-7000
Year founded: 1950
Published: Monthly

Editorial Description: Golf Digest is edited for golfers, from beginning to low handicap players. Each issue contains a number of instruction articles authored by teaching and playing professionals, covering various things from fundamentals to fine points of the game. Other articles deal with the personalities and accomplishments of tournament players and other golf figures; previews and results of tournaments; money standings; club administration and activities; equipment and lore of the game. Regular departments deal with: places to play; spectacular holes; golf fashions; junior golf; senior golf; golf books; and golf on television.

Member: ABC

Primary SRDS Classification No. C-45

Golf Magazine

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1958
Published: Monthly

Editorial Description: Golf Magazine is edited for the serious golfer, expert and beginner alike. Approximately 33% of the total is devoted to instruction, with staff written material as well as contributions from the game's most skilled players. Regular monthly departments include "What's inside" by George Peper, "Head-to-Head," "Ask The Pros," "Hotline," "Champs Clinic" and "Pro Pointers" by teaching professionals. In addition, articles on golf resorts, travel opportunities, fairway fashions, profiles of the game's leading personalities, previews of major tournaments, book reviews, humor, commentary make up the balance.

Member: ABC

Primary SRDS Classification No. C-45

INSIDE SPORTS

Inside Sports, Inc.
1020 Church Street
Evanston, IL 60201
(312) 491-6440
Year founded: 1979
Published: Monthly

Editorial Description: INSIDE SPORTS goes in-depth and behind the scenes to explore the world of sports, athletes and sports personalities. Special emphasis is placed on the major sports—baseball, football, basketball, hockey, boxing, tennis and golf—and on key events, from Wimbledon to the Kentucky Derby to the Indy 500. I.S. offers a mix of serious and humorous profiles of athletes, teams and sports executives . . . investigative reports . . . plus previews and reviews of big events and league races. Regular columns cover gambling, style, food, sports medicine, money and the media . . . and page of "creative statistics" to help fans to better judge the seasonal performances of players and teams alike.

Member: ABC

Primary SRDS Classification No. C-45

Motor Boating & Sailing

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-5700

▶

SPORTS

Continued

Total Revenue

ad rev. + circ. rev.		$000
1	Sports Illustrated	366,366
2	Golf Digest	54,342
3	Sporting News	34,923
4	Golf Magazine	26,353
5	Sport	22,764
6	Tennis	20,651
7	Muscle & Fitness	19,905
8	Boating	17,822
9	Skiing	16,381
10	Ski	15,015
11	Sail	13,975
12	Yachting	13,909
13	Runner's World	11,641
14	Motor Boating & Sailing	10,309
15	Bicycling	10,176
16	Bassmaster Magazine	9,861
17	Runner	9,269
18	Skin Diver	9,085
19	World Tennis	8,731
20	Outside	8,367
21	Inside Sports	7,736
22	Cruising World	7,023
	Total	714,604

% Chg. Total Revenue

1985 vs. 1984		%
1	Inside Sports	20.2
2	Outside	19.3
3	Boating	18.7
4	Skin Diver	15.2
5	Muscle & Fitness	12.3
6	Bassmaster Magazine	12.2
7	Golf Digest	11.5
8	Motor Boating & Sailing	10.4
9	Yachting	9.3
10	Sporting News	7.1
11	Sports Illustrated	6.7
12	Skiing	5.7
13	Tennis	4.5
14	Bicycling	3.6
15	Sport	2.9
16	Golf Magazine	2.7
17	Cruising World	0.1
18	Sail	– 3.7
19	Ski	– 5.1
20	World Tennis	– 11.2
21	Runner's World	– 20.8
22	Runner	ne

Subscription Revenue

		$000
1	Sports Illustrated	117,078
2	Sporting News	21,835
3	Golf Digest	16,318
4	Sport	7,906
5	Golf Magazine	7,553
6	Tennis	4,578
7	Bassmaster Magazine	4,037
8	Runner's World	3,810
9	World Tennis	2,832
10	Skiing	2,683
11	Inside Sports	2,557
12	Ski	2,472
13	Runner	2,400
14	Outside	2,355
15	Boating	2,343
16	Sail	2,316
17	Bicycling	2,218
18	Yachting	1,881
19	Muscle & Fitness	1,842
20	Cruising World	1,529
21	Skin Diver	1,436
22	Motor Boating & Sailing	1,325
	Total	213,304

% Chg. Sub. Revenue

1985 vs. 1984		%
1	Inside Sports	23.1
2	Muscle & Fitness	20.6
3	Golf Digest	19.8
4	Tennis	19.4
5	Outside	19.4
6	Sports Illustrated	16.0
7	Skin Diver	13.6
8	Sporting News	10.6
9	World Tennis	7.5
10	Golf Magazine	4.0
11	Cruising World	3.7
12	Yachting	3.7
13	Bassmaster Magazine	3.0
14	Bicycling	2.9
15	Skiing	2.8
16	Motor Boating & Sailing	1.7
17	Boating	0.8
18	Sport	– 1.1
19	Ski	– 3.0
20	Sail	– 4.2
21	Runner's World	– 11.7
22	Runner	ne

▶

ne = not estimated

MAGAZINE PROFILES

Year founded: 1907
Published: Monthly

Editorial Description: Motor Boating & Sailing is edited for owners of larger powerboats and sailboats. The magazine's editorial content is aimed at helping readers get more enjoyment out of boats and boating by providing information about the sport as well as entertainment, practical and lifestyle instruction. News of people, places, products, events, and technological developments and trends are reported regularly. Articles deal with cruising aboard both power and sailboats. Sailing, sportfishing, water sports, safety, maintenance, and marine technology. Regular departments deal with sportfishing, seamanship, electronics, engines, boat maintenance, cooking and entertaining aboard.

Member: ABC

Primary SRDS Classification No. C-6

MUSCLE & FITNESS

I, Brute Enterprises, Inc.
21100 Erwin Street
P.O. Box 4007
Woodland Hills, CA 91367
(818) 884-6800
Year founded: 1937
Published: Monthly

Editorial Description: MUSCLE & FITNESS presents the nation's new consciousness of physical fitness to the serious exercise and athletic training enthusiast. Readers are both men and women—active partcipants in sports and exercise programs, from weight training and bodybuilding to martial arts and gymnastics. Contains editorial on such subjects as scientific data, especially technical information on sports medicine, space-age nutrition and physiology.

Member: ABC

Primary SRDS Classification No. C-45

Outside

Mariah Publications Corporation
1165 North Clark Street
Chicago, IL 60610
(312) 951-0990
Year founded: 1976
Published: Monthly

Editorial Description: Outside Magazine is edited for the active adult. It is a contemporary lifestyle magazine that features sports, fitness, photography, adventure travel, and portraits of men and women adventurers and sport daredevils. Also regularly reviewed: wildlife, outdoor clothing and product news, destinations/travel options, and environmental and political issues.

Member: ABC

Primary SRDS Classification No. C-8B

The Runner

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-4256
Year founded: 1978
Published: Monthly

Editorial Description: The Runner is a magazine edited for runners interested in health, fitness and an active lifestyle. Articles concern developments in physiology, sportsmedicine and nutrition, as well as major events worldwide and the personalities that influence the sport. Race highlights, results and events are covered in each issue.

Member: ABC

Primary SRDS Classification No. C-45

Runner's World

Rodale Press, Inc.
33 East Minor St.
Emmaus, PA 18049
(215) 967-5171
Year founded: 1966
Published: Monthly

Editorial Description: Runner's World is edited for the mature runner, from those just beginning to discover the joys and benefits of running to veteran runners and marathoners. Features deal with training, medical research, nutrition, personalities, races, adventure runs, and other subjects directly or indirectly related to the runner's enjoyment of the sport. Columns cover feet and shoes, medical advice, training and racing, late-breaking news in the sport, running for beginners, women and over-40 runners.

Member: ABC

Primary SRDS Classification No. C-45

SAIL

Sail Publications, Inc.
100 First Avenue
Charlestown, MA 01297
(617) 241-9500
Year founded: 1970
Published: Monthly

Editorial Description: SAIL is edited for sailors at various levels: cruisers and racers, from novices to experts, actively involved in the development of their sailing skills. Feature articles are written for both large and small boat sailors covering such topics as hull and sail design, rigging, tuning, sail trim, spinnaker handling, wind and water conditions, and the practical considerations of choosing and owning sailboats, gear, and equipment. Certain issues give special attention to chartering, boat commissioning and maintenance, marine apparel, electronics, and major coastal and offshore races. Regular departments ▶

Figures are Folio estimates for the calendar year 1985.

SPORTS

Continued

Avg. Subscription Circ.

1	Sports Illustrated	2,669,737
2	Golf Digest	1,130,229
3	Sport	780,531
4	Golf Magazine	722,599
5	Sporting News	657,846
6	Tennis	460,348
7	Bassmaster Magazine	403,667
8	Skiing	350,868
9	Ski	341,633
10	World Tennis	339,602
11	Runner's World	215,773
12	Runner	214,849
13	Inside Sports	198,110
14	Skin Diver	174,359
15	Bicycling	172,041
16	Outside	163,255
17	Boating	142,294
18	Sail	112,446
19	Motor Boating & Sailing	111,332
20	Yachting	100,549
21	Cruising World	85,488
22	Muscle & Fitness	63,256
	Total	**9,610,812**

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	Inside Sports	30.8
2	Muscle & Fitness	19.9
3	Sporting News	8.3
4	Sports Illustrated	4.4
5	Yachting	3.8
6	Cruising World	3.3
7	Bicycling	3.2
8	Skiing	3.1
9	Bassmaster Magazine	3.0
10	Outside	2.9
11	Golf Magazine	2.7
12	Motor Boating & Sailing	2.6
13	Skin Diver	1.4
14	Golf Digest	1.2
15	Sail	0.2
16	Sport	0.1
17	Tennis	0.0
18	Ski	−0.8
19	Boating	−0.9
20	World Tennis	−5.2
21	Runner's World	−7.0
22	Runner	ne

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	Sports Illustrated	111,366
2	Sporting News	50,574
3	Inside Sports	46,615
4	Golf Magazine	18,847
5	Golf Digest	12,946
6	Bassmaster Magazine	11,715
7	Skiing	10,561
8	Muscle & Fitness	10,480
9	Bicycling	5,287
10	Outside	4,551
11	Yachting	3,674
12	Motor Boating & Sailing	2,772
13	Cruising World	2,760
14	Skin Diver	2,466
15	Sport	1,104
16	Sail	193
17	Tennis	161
18	Boating	−1,289
19	Ski	−2,728
20	Runner's World	−16,323
21	World Tennis	−18,678
22	Runner	ne
	Total	**257,054**

Newsstand Revenue

		$000
1	Muscle & Fitness	15,561
2	Sports Illustrated	11,932
3	Sporting News	5,330
4	Sport	3,627
5	Inside Sports	3,617
6	Runner's World	2,579
7	Golf Digest	2,365
8	Golf Magazine	1,937
9	Runner	1,869
10	Bicycling	1,750
11	Sail	1,729
12	Boating	1,623
13	Yachting	1,375
14	Outside	1,357
15	Skiing	1,153
16	Ski	1,100
17	Motor Boating & Sailing	1,021
18	Tennis	1,004
19	Cruising World	969
20	Skin Diver	893
21	World Tennis	464
22	Bassmaster Magazine	226
	Total	**63,481** ▶

ne = not estimated

MAGAZINE PROFILES

include boat and equipment design commentary, new boat and new product news, racing news, seamanship, boathandling, navigation and piloting.

Member: ABC

Primary SRDS Classification No. C-6

Ski

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1936
Published: 8x per year

Editorial Description: Ski magazine is edited for the ski enthusiasts, whether expert or newcomer to the sport. Instruction and technique articles are written by top U.S. instructors. Travel articles and theme sections feature color photography. Profiles on celebrities, racers and skier-personalities from all walks of life, adventure stories, consumer advice on what's new and how to purchase equipment, humor, cartoons, regional reports, film and book reviews, celebrity ski tips, apparel features, question-and-answer columns for readers on instruction, equipment repair and maintenance, and ski technique.

Member: ABC

Primary SRDS Classification No. C-45

Skiing

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-3900
Year founded: 1948
Published: 7x per year

Editorial Description: Skiing is edited for the active skier—the beginning as well as the experienced skier who is interested in learning about the sport, its equipment, and its technique. Regular articles cover the latest in ski fashion, new and improved equipment, competition results, skiing personalities, and general news of people and places. Reports on the world's great ski areas are featured, with particular emphasis on unique photographic exposition. Ski technique is explained by professional ski instructors, and a section of instructional drawings and tips is a regular feature.

Member: ABC

Primary SRDS Classification No. C-45

Skin Diver

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 854-2222
Year founded: 1951
Published: Monthly

Editorial Description: Skin Diver Magazine is devoted to the underwater world of recreational diving, industry, science and technology. The editorial format is designed to satisfy the novice, intermediate and expert diver and covers underwater activities including snorkeling, skin diving, scuba diving, commercial diving, and deep sea research. Regular monthly features include a diverse range of interests—underwater photography, boating, shipwreck exploration, undersea science, and recreational tourism. In addition to the consumer readership, the magazine serves the sporting goods trade with news about retail dive shops, new products, and technological developments. Underwater research and development by government and private industry is also regularly covered.

Member: ABC

Primary SRDS Classification No. C-45

Sport

Sports Magazine Associates
119 West 40th Street
New York, NY 10018
(212) 869-4700
Year founded: 1946
Published: Monthly

Editorial Description: Sport is edited for the sports fan. It is a guide to the month's major professional sporting events. Sport previews and predicts. It profiles major personalities, picks the season's winners and losers, gives tips based on past performances, and delivers commentary on sporting trends. Regular departments include the monthly interview with a sports personality, the upfront Sporttalk section, the Sport Quiz, and the back page Finish Line feature.

Member: ABC

Primary SRDS Classification No. C-45

The Sporting News

The Sporting News Publishing Company
1212 North Lindbergh Boulevard
St. Louis, MO 63132
(314) 997-7111
Year founded: 1886
Published: Weekly

Editorial Description: The Sporting News is edited for followers and participants of the major sports such as baseball, football, basketball, ▶

SPORTS

Continued

Avg. Newsstand Circ.

1	Muscle & Fitness	385,946
2	Sport	151,106
3	Inside Sports	150,700
4	Sports Illustrated	113,136
5	Golf Digest	101,066
6	Skiing	88,594
7	Golf Magazine	81,525
8	Ski	78,569
9	Runner's World	78,413
10	Bicycling	76,245
11	Runner	62,284
12	Outside	57,987
13	Sail	57,620
14	Sporting News	55,009
15	Boating	48,639
16	Tennis	46,990
17	Yachting	45,100
18	Motor Boating & Sailing	34,044
19	Skin Diver	31,250
20	Cruising World	30,373
21	World Tennis	22,096
22	Bassmaster Magazine	12,552
	Total	1,809,444

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	Inside Sports	10.8
2	Golf Digest	6.9
3	Skin Diver	6.5
4	Tennis	5.7
5	Muscle & Fitness	5.1
6	Motor Boating & Sailing	2.6
7	Sports Illustrated	2.5
8	Boating	1.9
9	Ski	1.7
10	Sport	1.2
11	Golf Magazine	−1.4
12	Sail	−2.9
13	Skiing	−4.3
14	Sporting News	−4.6
15	Yachting	−6.2
16	Outside	−6.4
17	Cruising World	−7.0
18	Bassmaster Magazine	−9.7
19	Bicycling	−10.0
20	World Tennis	−20.2
21	Runner's World	−31.6
22	Runner	ne

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	Muscle & Fitness	18,651
2	Inside Sports	14,707
3	Golf Digest	6,555
4	Sports Illustrated	2,803
5	Tennis	2,538
6	Skin Diver	1,916
7	Sport	1,828
8	Ski	1,323
9	Boating	922
10	Motor Boating & Sailing	862
11	Golf Magazine	−1,162
12	Bassmaster Magazine	−1,352
13	Sail	−1,727
14	Cruising World	−2,290
15	Sporting News	−2,631
16	Yachting	−2,987
17	Outside	−3,939
18	Skiing	−3,998
19	World Tennis	−5,579
20	Bicycling	−8,500
21	Runner's World	−36,151
22	Runner	ne
	Total	−18,211

% Chg. News. Revenue

	1985 vs. 1984	%
1	Skin Diver	26.8
2	Motor Boating & Sailing	18.2
3	Inside Sports	10.8
4	Muscle & Fitness	10.3
5	Bicycling	9.2
6	Golf Digest	8.0
7	Skiing	6.6
8	Boating	6.5
9	Tennis	5.8
10	Golf Magazine	3.9
11	Outside	2.2
12	Bassmaster Magazine	1.8
13	Ski	1.8
14	Sporting News	1.6
15	Sport	1.2
16	Sports Illustrated	0.1
17	Yachting	−0.7
18	Sail	−2.9
19	Cruising World	−7.0
20	World Tennis	−20.1
21	Runner's World	−35.1
22	Runner	ne

ne = not estimated

MAGAZINE PROFILES

hockey, etc. Local sports writers are assigned for every major league baseball and football team for authoritative coverage. In addition to regular feature stories, statistics are carried each week including averages, standings, summaries, etc.

Member: ABC

Primary SRDS Classification No. C-36A

Sports Illustrated

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1954
Published: 53x per year

Editorial Description: Sports Illustrated reports and interprets the world of sport, recreation and active leisure. It previews, analyzes and comments upon major games and events, as well as those noteworthy for character and spirit alone. It features individuals connected to sport and evaluates trends concerning the part sport plays in contemporary life. It provides instruction for both participants and spectators. Articles range through various fields: travel, architecture, art, fashion, physical fitness and conservation. Special departments deal with sports equipment, books and statistics.

Member: ABC

Primary SRDS Classification No. C-36A

Tennis

Tennis, Inc.
5520 Park Avenue
P.O. Box 0395
Trumbull, CT 06611-0395
(203) 373-7000
Year founded: 1950
Published: Monthly

Editorial Description: Tennis magazine is for active tennis players at various levels and ages. Each issue contains features on playing instruction, the mental side of tennis, tips, and equipment, fitness and travel to tennis camps and resorts. Tennis covers the professional game with player profiles, tournament previews, professional circuit results and photo features. Monthly columns address issues at both the professional and grass-roots levels of the game. Departments include news of people in and around tennis, tournament schedules and upcoming tennis telecasts. The February Annual issue contains professional and amateur results from the previous year, historical tournament records and other statistics. Special sections about U.S. Open, TV Tennis Guides and regional travel appear regularly.

Member: ABC

Primary SRDS Classification No. C-45

World Tennis

Family Media, inc.
Three Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1953
Published: Monthly

Editorial Description: World Tennis is edited for tennis enthusiasts at all skill levels. Each issue contains in depth instruction, articles, feature stories on the leading players, scientific research results of equipment testing, as well as special features on fitness, equipment, tennis apparel, indoor tennis facilities, major tournaments and their complete results. For travel-minded tennis players, regional vacation guides along with the regular travel column cover the whys and wheretos of tennis resorts and tennis camps. Features include reporting of major tennis events.

Member: ABC

Primary SRDS Classification No. C-45

Yachting

CBS Magazines
5 River Road
Cos Cob, CT 06807
(203) 629-8300
Year founded: 1907
Published: Monthly

Editorial Description: Yachting is edited for pleasure boat enthusiasts—men, women, and children. It places equal emphasis on the interests of both the sail and power boat owner. Yachting contains topical articles covering the sport as well as departments concerned with special interests and activities. Regular news departments report yachting events, both national and international. Other special sections include plans of new boats and descriptions of newly introduced boats, engines and equipment.

Member: ABC

Primary SRDS Classification No. C-6

SUNDAY MAGAZINES

Ad Pages

1	New York Times Magazine	4,360
2	Boston Globe Magazine	2,442
3	Sunday-Chicago Tribune Mag.	1,519
4	L.A. Times Magazine	1,156
5	USA Weekend	677
6	Parade	657
	Total	10,811

% Chg. Ad Pages

1985 vs. 1984		%
1	Parade	2.7
2	USA Weekend	−2.6
3	New York Times Magazine	−7.5
4	L.A. Times Magazine	−15.2
5	Boston Globe Magazine	ne
6	Sunday-Chicago Tribune Mag.	ne

Net Chg. Ad Pages

1985 vs. 1984		
1	Parade	17
2	USA Weekend	−18
3	L.A. Times Magazine	−207
4	New York Times Magazine	−356
5	Boston Globe Magazine	ne
6	Sunday-Chicago Tribune Mag.	ne
	Total	−564

Avg. Ad Pages/Copy

1	New York Times Magazine	65
2	Boston Globe Magazine	47
3	Sunday-Chicago Tribune Mag.	27
4	L.A. Times Magazine	21
5	USA Weekend	13
6	Parade	13

Ad Revenue

		$000
1	Parade	196,390
2	New York Times Magazine	109,609
3	USA Weekend	93,152
4	L.A. Times Magazine	22,471
5	Boston Globe Magazine	13,775
6	Sunday-Chicago Tribune Mag.	13,478
	Total	450,875

% Chg. Ad Revenue

1985 vs. 1984		%
1	Parade	26.1
2	USA Weekend	6.7
3	L.A. Times Magazine	4.4
4	New York Times Magazine	−1.3
5	Boston Globe Magazine	ne
6	Sunday-Chicago Tribune Mag.	ne

Net Chg. Ad Revenue

1985 vs. 1984		$000
1	Parade	41,044
2	USA Weekend	5,842
3	L.A. Times Magazine	952
4	New York Times Magazine	−1,428
5	Boston Globe Magazine	ne
6	Sunday-Chicago Tribune Mag.	ne
	Total	46,410

Avg. Edit. Pages/Copy

1	New York Times Magazine	37
2	Boston Globe Magazine	27
3	L.A. Times Magazine	26
4	Sunday-Chicago Tribune Mag.	22
5	Parade	14
6	USA Weekend	9

Average Circulation

1	Parade	27,920,000
2	USA Weekend	13,110,893
3	New York Times Magazine	1,598,030
4	L.A. Times Magazine	1,332,138
5	Sunday-Chicago Tribune Mag.	1,165,605
6	Boston Globe Magazine	801,046
	Total	45,927,712

% Chg. Avg. Circ.

1985 vs. 1984		%
1	Parade	17.8
2	New York Times Magazine	3.5
3	USA Weekend	2.0
4	L.A. Times Magazine	0.0
5	Boston Globe Magazine	ne
6	Sunday-Chicago Tribune Mag.	ne

Net Chg. Avg. Circ.

1985 vs. 1984		
1	Parade	4,228,801
2	USA Weekend	260,005
3	New York Times Magazine	54,708
4	L.A. Times Magazine	472
5	Boston Globe Magazine	ne
6	Sunday-Chicago Tribune Mag.	ne
	Total	4,543,986

Avg. Total Pages/Copy

ad pages + edit. pages		
1	New York Times Magazine	102
2	Boston Globe Magazine	74
3	Sunday-Chicago Tribune Mag.	49
4	L.A. Times Magazine	48
5	Parade	27
6	USA Weekend	22

Total Revenue

ad rev. + circ. rev.		$000
1	Parade	196,390
2	New York Times Magazine	109,609
3	USA Weekend	93,152
4	L.A. Times Magazine	22,471
5	Boston Globe Magazine	13,775
6	Sunday-Chicago Tribune Mag.	13,478
	Total	450,875

% Chg. Total Revenue

1985 vs. 1984		%
1	Parade	26.1
2	USA Weekend	6.7
3	L.A. Times Magazine	4.4
4	New York Times Magazine	−1.3
5	Boston Globe Magazine	ne
6	Sunday-Chicago Tribune Mag.	ne

ne = not estimated

MAGAZINE PROFILES

The Boston Globe Magazine

The Boston Globe
135 Morrissey Blvd.
Boston, MA 02107
(617) 929-2000
Year founded: 1872
Published: Weekly

Editorial Description: The Boston Globe Magazine is a weekly general-interest publication. While its primary focus is local and regional politics, social issues, and people worthy of note, the reader will frequently find stories of national and international importance as well as fiction by top-name writers. In addition, the Globe Magazine runs regular columns on food, fashion, home design, architecture, off-beat purchases, and regional phenomena.

Member: ABC

Primary SRDS Classification No. C-36

Los Angeles Times Magazine

(formerly Los Angeles Times Home Magazine)

Los Angeles Times
Times Mirror Square
Los Angeles, CA 90053
(213) 972-5000
Year founded: 1941
Published: 54x per year

Editorial Description: Los Angeles Times Magazine is a full-color, consumer-size, heatset-offset Sunday magazine containing general-interest features and profiles of Southern California personalities, as well as ideas in interior design, architecture and remodeling, arts and crafts, food fashions and gardening, all geared to the Southern California lifestyle.

Member: ABC

Primary SRDS Classification No. C-38

The New York Times Magazine

The New York Times
229 West 43rd Street
New York, NY 10036
(212) 556-1234
Year founded: 1851
Published: 67x per year

Editorial Description: The New York Times Magazine editorial is devoted to helping its readers understand a changing world. It contains articles and photographs on a wide range of subjects: foreign affairs, politics, medicine, the arts, science, religion and business. There are features on Fashion, Design, Food, Beauty, Health, Collecting and the New York Times Magazine Puzzles.

Member: ABC

Primary SRDS Classification No. C-38

Figures are Folio estimates for the calendar year 1985.

SUNDAY MAGAZINES

Continued

Parade

Parade Publications, Inc.
750 Third Avenue
New York, NY 10017
(212) 573-7000
Year founded: 1946
Published: Weekly

Editorial Description: Parade magazine's editorial places an emphasis on special articles by authors and journalists addressing subjects of national interest. The editorial format includes Personality Parade, a question and answer feature about famous people, Intelligence Report, Significa, and Laugh Parade. Parade also offers themed editorial sections including food sections by Julia Child, health sections by Earl Ubell and science sections by Carl Sagan.

Member: ABC

Primary SRDS Classification No. C-38

SUNDAY

The Chicago Tribune Magazine

Chicago Tribune Company
435 North Michigan Avenue
Chicago, IL 60611
(312) 222-3244
Year founded: 1847
Published: 57x per year

Editorial Description: SUNDAY-The Chicago Tribune Magazine is a general-interest publication within a metropolitan newspaper. In its selection of subjects it operates within no fixed boundaries. Its primary focus is on people, places, and events throughout the greater Chicago area and the Midwest. Its principal mission is to entertain, although it frequently addresses serious issues to help readers more clearly see a changing world. Each week SUNDAY offers its readers commentary by columnist Bill Granger; The Fas Track," Cheryl Lavin's popular "people page." "The Way We Were," a Chicago-oriented nostalgia column; humor by Dave Barry; a demanding crossword puzzle; and illustrated features on Fashion, Food and Interior Design.

Member: ABC
Primary SRDS Classification No. C-36

USA WEEKEND

(formerly Family Weekly)

Gannett Company
535 Madison Avenue
New York, NY 10022
(212) 715-2100
Year founded: 1965
Published: Weekly

Editorial Description: USA WEEKEND offers readers a broad range of articles from across the USA about money and how to spend it, sports and the players, life and how to enjoy it, interviews and profiles by and with celebrities and newsmakers. Regular columns and sections also appear on health and fitness, automobiles, books and magazines and travel. The People Page focuses on the USA's headliners, and Humor takes a lighthearted look at American life.

Primary SRDS Classification No. C-38

DATA MANAGEMENT

Continued from page 190

Modern Office Technology (Cont.)

Year founded: 1956
Published: Monthly

Editorial Description: Modern Office Technology serves executives and managers responsible for evaluating buying and managing of business information processing equipment and systems, office operations, white collar personnel and the design and furnishing of the office environment. Editorial provides how-to-do-it management information so that executives can stay abreast of developments on systems, equipment, procedures, new technology, supplies and accessories, and management techniques. Regular features include: Horizons (new technology). On Update, Softare Bestsellers, Dataline Columns, Current Focus (developments for management), News and Trends, Management Column, Literature, New Products and Business in Print.

Member: BPA

Primary SRDS Classification No. B-103A

The Office

Office Publications, Inc.
1600 Summer Street
P.O. Box 1231
Stamford, CT 06904
(203) 327-9670
Year founded: 1935
Published: Monthly

Editorial Description: The Office contains practical articles on office automation, information management, software, word processing, telecommunications, office design and layout, copying and reproduction. Primary emphasis on new methods, systems and equipment applications. Editorial purpose: To assist administrative, management information systems, information management, word processing and data processing executives to develop more efficient and cost-saving business systems. Special features include word processing, Right or Wrong in Labor Relations, Planning and Designing the Office Environment, Telecommunications Insights, Software, New Data Processing Equipment, New Products, and New Literature.

Member: BPA

Primary SRDS Classification No. B-103A

PC Tech Journal

Ziff-Davis Publishing Company
One Park Avenue
New York, NY 10016
(212) 503-5185
Year founded: 1983
Published: Monthly

Editorial Description: PC Tech Journal provides technical information about the IBM Personal Computer for users who want to extend both hardware and software. Regular articles include: how things work-software and hardware, human factors design and implementation, software tools for professionals, software tools for users, database programs (especially when used as tools), networks, communications (especially with mainframes), distributed processing, office automation using the PC, in-depth hardware reviews development methodology, design considerations, how to exploit BIOS, operating systems, applications, and how to avoid problems with same.

Member: BPA

Primary SRDS Classification No. 8B-5A, C-10A

PC Week

The National Newspaper of IBM Standard Microcmputing

Ziff-Davis Publishing Company
800 Boylston Street
Boston, MA 02199
(617) 375-4000
Year founde: 1983
Published: Weekly

Editorial Description: PC Week is the national newspaper of IBM standard microcomputing providing news, hardware and software reviews, product updates, Buyers Guides and features for buyers of PC's and PC compatibles in a wide variety of companies and organizations.

Member: BPA

Primary SRDS Classification No. B-5A

TRAVEL

Ad Pages

1	Travel & Leisure	1,269
2	Signature	673
3	Travel-Holiday	459
4	Motorland	170
5	National Geo. Traveler	155
6	Adventure Road	70
7	Endless Vacation	51
	Total	**2,847**

% Chg. Ad Pages

	1985 vs. 1984	%
1	Endless Vacation	7.3
2	Travel-Holiday	2.8
3	Signature	−1.3
4	Travel & Leisure	−2.7
5	National Geo. Traveler	−26.9
6	Adventure Road	ne
7	Motorland	ne

Net Chg. Ad Pages

	1985 vs. 1984	
1	Travel-Holiday	13
2	Endless Vacation	3
3	Signature	−9
4	Travel & Leisure	−35
5	National Geo. Traveler	−57
6	Adventure Road	ne
7	Motorland	ne
	Total	**−85**

Avg. Ad Pages/Copy

1	Travel & Leisure	106
2	Signature	56
3	National Geo. Traveler	39
4	Travel-Holiday	38
5	Motorland	28
6	Adventure Road	12
7	Endless Vacation	7

Ad Revenue

		$000
1	Travel & Leisure	30,184
2	Signature	9,989
3	Travel-Holiday	6,133
4	National Geo. Traveler	3,678
5	Motorland	2,508
6	Adventure Road	600
7	Endless Vacation	231
	Total	**53,323**

% Chg. Ad Revenue

	1985 vs. 1984	%
1	Endless Vacation	10.5
2	Travel & Leisure	9.7
3	Travel-Holiday	9.6
4	Signature	9.1
5	National Geo. Traveler	2.1
6	Adventure Road	ne
7	Motorland	ne

Net Chg. Ad Revenue

	1985 vs. 1984	$000
1	Travel & Leisure	2,656
2	Signature	829
3	Travel-Holiday	535
4	National Geo. Traveler	75
5	Endless Vacation	22
6	Adventure Road	ne
7	Motorland	ne
	Total	**4,117**

Avg. Edit. Pages/Copy

1	National Geo. Traveler	145
2	Travel & Leisure	94
3	Endless Vacation	86
4	Signature	71
5	Travel-Holiday	64
6	Motorland	36
7	Adventure Road	22

Average Circulation

1	Motorland	1,577,431
2	Adventure Road	1,556,512
3	National Geo. Traveler	1,009,074
4	Travel & Leisure	985,156
5	Signature	789,782
6	Travel-Holiday	789,741
7	Endless Vacation	459,856
	Total	**7,147,552**

% Chg. Avg. Circ.

	1985 vs. 1984	%
1	Endless Vacation	21.3
2	National Geo. Traveler	7.7
3	Travel & Leisure	3.8
4	Travel-Holiday	1.3
5	Signature	0.3
6	Motorland	ne
7	Adventure Road	ne

Net Chg. Avg. Circ.

	1985 vs. 1984	
1	Endless Vacation	80,808
2	National Geo. Traveler	71,820
3	Travel & Leisure	35,845
4	Travel-Holiday	9,871
5	Signature	2,085
6	Motorland	ne
7	Adventure Road	ne
	Total	**200,429**

Avg. Total Pages/Copy

ad pages + edit. pages

1	Travel & Leisure	199
2	National Geo. Traveler	184
3	Signature	127
4	Travel-Holiday	102
5	Endless Vacation	93
6	Motorland	64
7	Adventure Road	33

▶

ne = not estimated

MAGAZINE PROFILES

Adventure Road

Citicorp Publishing
200 East Randolph Drive
Chicago, IL 60601
(312) 856-2583
Year founded: 1964
Published: Bimonthly

Editorial Description: Adventure Road concerns recreational, travel and motoring interests. Articles cover a variety of topics, highlighting diverse geographical areas and the activities that may be enjoyed in each. Topics include motoring advice: auto maintenance tips; travel ideas and services; vacation planning; products for travel and photography.

Member: ABC

Primary SRDS Classification No. C-46

Endless Vacation

Endless Vacation Publications, Inc.
9333 North Meridian Street
P.O. Box 80260
Indianapolis, IN 46280-0260
(317) 848-0500
Year founded: 1975
Published: Bimonthly, and directory

Editorial Description: Endless Vacation magazine is for families who are frequent vacation travelers. Editorial helps plan comfortable travel towards a variety of domestic and international vacation experiences. Articles emphasize travel adventures, vacation sports, unusual places to visit, travel tips, local shopping, dining out and cooking in and how to take advantage of the wide variety of vacation opportunities.

Member: ABC

Primary SRDS Classification No. C-46

Motorland

California State Automobile Association
150 Van Ness Avenue
San Francisco, CA 94101
(415) 565-2454
Year founded: 1917
Published: Bimonthly

Editorial Description: Motorland is edited for AAA members who reside in Northern California and Nevada. Feature articles seek to promote interest in an enjoyment of outdoor recreation, participation in popular leisure activities, and travel—locally, nationally and internationally, by auto as well as commercial carriers. Service articles cover developments in the automotive, highway and safety fields, and accommodations. Regular departments include a calendar of coming events in the area, a roundup of short news items, editorials by the Association and tips for the traveler.

Member: ABC

Primary SRDS Classification No. C-46

National Geographic Traveler

National Geographic Society
17th & M Streets., N.W.
Washington, D.C. 20036
(202) 857-7000
Year founded: 1984
Published: 4x per year

Editorial Description: National Geographic Traveler, a quarterly magazine published by the National Geographic Society presents in-depth articles of photographs and text on places pri- ▶

Figures are FOLIO estimates for the calendar year 1985.

TRAVEL

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	Travel & Leisure	51,746
2	Signature	21,938
3	Endless Vacation	17,880
4	National Geo. Traveler	16,526
5	Travel-Holiday	13,177
6	Motorland	5,663
7	Adventure Road	5,270
	Total	132,200

% Chg. Total Revenue

	1985 vs. 1984	%
1	Signature	18.1
2	Endless Vacation	16.2
3	Travel & Leisure	13.3
4	National Geo. Traveler	7.9
5	Travel-Holiday	4.9
6	Adventure Road	ne
7	Motorland	ne

Subscription Revenue

		$000
1	Travel & Leisure	21,212
2	Endless Vacation	17,649
3	National Geo. Traveler	12,841
4	Signature	11,949
5	Travel-Holiday	6,933
6	Adventure Road	4,670
7	Motorland	3,155
	Total	78,409

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	Signature	26.8
2	Travel & Leisure	18.8
3	Endless Vacation	16.3
4	National Geo. Traveler	9.6
5	Travel-Holiday	1.4
6	Adventure Road	ne
7	Motorland	ne

Avg. Subscription Circ.

1	Motorland	1,577,431
2	Adventure Road	1,556,512
3	National Geo. Traveler	1,008,731
4	Travel & Leisure	975,280
5	Signature	789,782
6	Travel-Holiday	763,545
7	Endless Vacation	459,856
	Total	7,131,137

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	Endless Vacation	21.3
2	National Geo. Traveler	7.6
3	Travel & Leisure	3.8
4	Travel-Holiday	1.4
5	Signature	0.3
6	Motorland	ne
7	Adventure Road	ne

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	Endless Vacation	80,808
2	National Geo. Traveler	71,477
3	Travel & Leisure	35,824
4	Travel-Holiday	10,250
5	Signature	2,085
6	Motorland	ne
7	Adventure Road	ne
	Total	200,444

Newsstand Revenue

		$000
1	Travel & Leisure	350
2	Travel-Holiday	112
3	National Geo. Traveler	7
4	Endless Vacation	0
5	Adventure Road	0
6	Signature	0
7	Motorland	0
	Total	469

Avg. Newsstand Circ.

1	Travel & Leisure	9,876
2	Travel-Holiday	6,196
3	National Geo. Traveler	343
4	Endless Vacation	0
5	Adventure Road	0
6	Signature	0
7	Motorland	0
	Total	16,415

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	Travel & Leisure	0.2
2	Travel-Holiday	−5.8
3	Adventure Road	n/a
4	Signature	n/a
5	Motorland	n/a
6	Endless Vacation	n/a
7	National Geo. Traveler	ne

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	National Geo. Traveler	343
2	Travel & Leisure	20
3	Travel-Holiday	−379
4	Adventure Road	n/a
5	Motorland	n/a
6	Endless Vacation	n/a
7	Signature	n/a
	Total	−16

% Chg. News. Revenue

	1985 vs. 1984	%
1	Travel & Leisure	16.5
2	Travel-Holiday	−5.5
3	Adventure Road	n/a
4	Signature	n/a
5	Motorland	n/a
6	Endless Vacation	n/a
7	National Geo. Traveler	ne

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

marily in the United States and Canada. About 20% of the stories feature destinations abroad—in Europe, the Caribbean, and parts of the Pacific. Regular departments include Bulletin (travel news), Traveling Easy (advice on travel topics), Bookshelf (for further reading), and Highlights, a regional calendar of events.

Member: ABC

Primary SRDS Classification No. C-46

Signature

Citicorp Publishing
641 Lexington Avenue
New York, NY 10022
(212) 888-9450
Year founded: 1954
Published: Monthly

Editorial Description: Signature is edited as a guide to leisure time activities. The majority of the stories are travel-related and cover destinations worldwide. There are regional guides to dining and entertainment. The remainder of the editorial includes regular features on sport, lifestyle trends, best buys in quality goods, arts and culture and occasional profiles.

Member: ABC

Primary SRDS Classification No. C-46

Travel & Leisure

American Express Publishing Corporation
1120 Avenue of the Americas
New York, NY 10036
(212) 382-5600
Year founded: 1970
Published: Monthly

Editorial Description: Travel & Leisure Magazine contains articles and service information concerning travel, hotels, dining, wine & spirits, hobbies and entertainment. It is a lifestyle magazine devoted to pleasures and leisure time pursuits.

Member: ABC

Primary SRDS Classification No. C-46

Travel-Holiday

Travel Magazine, Inc.
51 Atlantic Avenue
Floral Park, NY 11001
(516) 352-9700
Year founded: 1901
Published: Monthly

Editorial Description: Travel-Holiday is edited for the frequent pleasure traveler who visits foreign and domestic tourist destinations several times a year. Articles stress both peak and off peak, off-the-beaten-path destinations as well as the standard, more popular tourist areas. Articles include "how to" information and prices where appropriate. Regular monthly sections include The Travel Advisor with Late Travel News, Travel Fare and Digest with information on tours and special travel packages. Other regular features include food and beverage articles, recreation vehicles, photography and travel health columns, the Annual Travel Holiday Fine Dining Awards Guide, and special sections on particular areas.

Primary SRDS Classification No. C-46

WOMEN-IN-BUSINESS

Ad Pages

1	Cosmopolitan	2,437
2	Glamour	2,136
3	Self	1,182
4	Redbook	1,165
5	Working Mother	882
6	Ms.	555
7	Savvy	396
	Total	**8,753**

% Chg. Ad Pages

	1985 vs. 1984	%
1	Self	2.2
2	Working Mother	1.2
3	Redbook	– 0.9
4	Glamour	– 1.3
5	Cosmopolitan	– 2.2
6	Ms.	– 15.0
7	Savvy	– 26.9

Net Chg. Ad Pages

	1985 vs. 1984	
1	Self	25
2	Working Mother	10
3	Redbook	– 11
4	Glamour	– 29
5	Cosmopolitan	– 54
6	Ms.	– 98
7	Savvy	– 146
	Total	**– 303**

Avg. Ad Pages/Copy

1	Cosmopolitan	203
2	Glamour	178
3	Self	99
4	Redbook	97
5	Working Mother	74
6	Ms.	46
7	Savvy	33

Ad Revenue

		$000
1	Cosmopolitan	100,757
2	Glamour	76,571
3	Redbook	57,179
4	Self	26,266
5	Working Mother	13,303
6	Ms.	5,626
7	Savvy	3,520
	Total	**283,222**

% Chg. Ad Revenue

	1985 vs. 1984	%
1	Working Mother	20.8
2	Self	8.6
3	Glamour	8.4
4	Redbook	7.7
5	Cosmopolitan	5.9
6	Ms.	– 11.2
7	Savvy	– 24.8

Net Chg. Ad Revenue

	1985 vs. 1984	$000
1	Glamour	5,962
2	Cosmopolitan	5,613
3	Redbook	4,084
4	Working Mother	2,287
5	Self	2,083
6	Ms.	– 706
7	Savvy	– 1,164
	Total	**18,159**

Avg. Edit. Pages/Copy

1	Cosmopolitan	144
2	Glamour	143
3	Redbook	97
4	Self	93
5	Working Mother	65
6	Savvy	62
7	Ms.	59

Average Circulation

1	Redbook	4,149,433
2	Cosmopolitan	2,921,450
3	Glamour	2,284,114
4	Self	1,105,895
5	Working Mother	550,211
6	Ms.	458,537
7	Savvy	321,136
	Total	**11,790,776**

% Chg. Avg. Circ.

	1985 vs. 1984	%
1	Working Mother	6.2
2	Savvy	5.3
3	Redbook	4.4
4	Self	2.6
5	Cosmopolitan	0.5
6	Glamour	0.5
7	Ms.	– 2.4

Net Chg. Avg. Circ.

	1985 vs. 1984	
1	Redbook	174,963
2	Working Mother	32,202
3	Self	27,984
4	Savvy	16,301
5	Cosmopolitan	14,324
6	Glamour	10,683
7	Ms.	– 11,112
	Total	**265,345**

Avg. Total Pages/Copy

	ad pages + edit. pages	
1	Cosmopolitan	347
2	Glamour	321
3	Redbook	194
4	Self	191
5	Working Mother	138
6	Ms.	105
7	Savvy	95

▶

MAGAZINE PROFILES

Cosmopolitan

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-7417
Year founded: 1886
Published: Monthly

Editorial Description: Cosmopolitan is edited for young women, single or married, and concerns self-improvement, careers, clothes, beauty, travel, entertainment and the arts with special emphasis on the world outside the home. Editorial emphasis is on helping young women realize the very most of themselves.

Member: ABC

Primary SRDS Classification No. C-49

Glamour

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1939
Published: Monthly

Editorial Description: Glamour is edited for the personal interests of working women 18-34 with a "how-to" approach. Emphasis is placed on fashion, beauty, careers, diet and fitness, travel, electronics, entertaining, and consumer information. Monthly columns offer coverage which varies from success strategies for job and college, to carbuying, cooking, books and movies, sex and health, and money management. Glamour's "How To Do Anything Better Guide" is a monthly section covering a variety of facts and finds.

Member: ABC

Primary SRDS Classification No. C-49

Ms.

Ms. Foundation for Education and Communication, Inc.
119 West 40th Street
New York, NY 10018
(212) 719-9800
Year founded: 1972
Published: Monthly

Editorial Description: Ms. is a national news magazine written for women, about women, by women. It's unique in that it explores the real issues facing women today and brings you the news you need to make informed decisions about your life and the life of your family and friends. In Ms. you find fresh, funny, lively, highly charged and sometimes controversial information that can help you in so many ways.

Member: ABC

Primary SRDS Classification No. C-49

Redbook

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-8258
Year founded: 1903
Published: Monthly

Editorial Description: Redbook is edited for young women today, who are juggling the demands and rewards of husband, child and jobs. Articles are geared towards helping her make "first-time" decisions in her complicated life ranging from personal relationships, home, money management, children and childcare to beauty, fashion, fiction, food and nutrition.

Member: ABC

Primary SRDS Classification No. C-49

Figures are FOLIO estimates for the calendar year 1985.

WOMEN-IN-BUSINESS

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	Cosmopolitan	167,465
2	Glamour	121,997
3	Redbook	98,993
4	Self	47,316
5	Working Mother	19,989
6	Ms.	11,522
7	Savvy	7,272
	Total	**474,554**

% Chg. Total Revenue

	1985 vs. 1984	%
1	Working Mother	15.2
2	Glamour	10.5
3	Self	10.2
4	Redbook	6.8
5	Cosmopolitan	3.6
6	Ms.	−1.9
7	Savvy	−9.3

Subscription Revenue

		$000
1	Redbook	28,604
2	Glamour	9,631
3	Self	7,124
4	Working Mother	6,369
5	Cosmopolitan	5,429
6	Ms.	4,911
7	Savvy	3,269
	Total	**65,337**

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	Self	17.1
2	Glamour	12.0
3	Cosmopolitan	11.8
4	Savvy	11.1
5	Ms.	11.0
6	Working Mother	7.1
7	Redbook	3.3

Avg. Subscription Circ.

1	Redbook	3,415,542
2	Glamour	754,394
3	Working Mother	536,646
4	Self	510,759
5	Ms.	414,153
6	Cosmopolitan	302,679
7	Savvy	298,754
	Total	**6,232,927**

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	Cosmopolitan	10.0
2	Working Mother	7.0
3	Savvy	3.5
4	Redbook	3.0
5	Ms.	−1.9
6	Self	−3.8
7	Glamour	−4.4

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	Redbook	100,809
2	Working Mother	35,107
3	Cosmopolitan	27,502
4	Savvy	10,090
5	Ms.	−7,924
6	Self	−20,245
7	Glamour	−35,033
	Total	**110,306**

Newsstand Revenue

		$000
1	Cosmopolitan	61,279
2	Glamour	35,795
3	Self	13,926
4	Redbook	13,210
5	Ms.	985
6	Savvy	483
7	Working Mother	317
	Total	**125,995**

Avg. Newsstand Circ.

1	Cosmopolitan	2,618,771
2	Glamour	1,529,720
3	Redbook	733,891
4	Self	595,136
5	Ms.	44,384
6	Savvy	22,382
7	Working Mother	13,565
	Total	**5,557,849**

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	Savvy	38.4
2	Redbook	11.2
3	Self	8.8
4	Glamour	3.1
5	Cosmopolitan	−0.5
6	Ms.	−6.7
7	Working Mother	−17.6

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	Redbook	74,154
2	Self	48,229
3	Glamour	45,716
4	Savvy	6,211
5	Working Mother	−2,906
6	Ms.	−3,188
7	Cosmopolitan	−13,178
	Total	**155,038**

% Chg. News. Revenue

	1985 vs. 1984	%
1	Savvy	24.6
2	Glamour	14.9
3	Redbook	11.2
4	Self	9.9
5	Ms.	−0.3
6	Cosmopolitan	−0.5
7	Working Mother	−17.6

MAGAZINE PROFILES

Savvy

Family Media, Inc.
3 Park Avenue
New York, NY 10017
(212) 340-9200
Year founded: 1979
Published: Monthly

Editorial Description: Savvy is a magazine of career development and personal business management for executive women. In a forum of reporting, research and investigatory surveys, Savvy explores the life of business: who and what builds a strong company, how effective teams are created, and what are the factors of personal success.

Member: ABC

Primary SRDS Classification No. C-8

Self

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1978
Published: Monthly

Editorial Description: Self is edited for the active woman of the '80's, and concentrates editorially on information designed to assist a busy woman living in two worlds: business and home. Editorial features self-improvement in the areas of health & beauty, diet & nutrition, money management, emotional well-being and entertaining.

Member: ABC

Primary SRDS Classification No. C-49

Working Mother

The McCall Publishing Co.
230 Park Avenue
New York, NY 10169
(212) 551-9500
Year founded: 1978
Published: Monthly

Editorial Description: Working Mother is edited for the woman who packs the many challenges of a family, home and career into her life. Articles and features aim to help our readers get ahead at work, while enjoying the rewards of family life. The editorial focus is on jobs and careers, child rearing, emotional support, finance, time management, fashion and beauty, food and nutrition, and the home. In 1986 three new regular features, Travelers Advisory, Video Review and Microwave Magic were added to existing favorites, The Healthy Child, Take Care of Yourself, Work World, Smart Money, The Home Front, Just For You, Bulletin Board and The Guilt Department.

Member: ABC

Primary SRDS Classification No. C-49

WOMEN'S FASHION

Ad Pages

1 Vogue	3,246
2 Glamour	2,136
3 Harper's Bazaar	1,750
4 Mademoiselle	1,503
5 W	1,316
Total	**9,951**

% Chg. Ad Pages

1985 vs. 1984

	%
1 W	– 1.0
2 Glamour	– 1.3
3 Harper's Bazaar	– 4.1
4 Vogue	– 6.3
5 Mademoiselle	– 10.7

Net Chg. Ad Pages

1985 vs. 1984

1 W	– 13
2 Glamour	– 29
3 Harper's Bazaar	– 74
4 Mademoiselle	– 180
5 Vogue	– 220
Total	**– 516**

Avg. Ad Pages/Copy

1 Vogue	271
2 Glamour	178
3 Harper's Bazaar	146
4 Mademoiselle	125
5 W	51

Ad Revenue

	$000
1 Glamour	76,571
2 Vogue	71,509
3 Mademoiselle	34,147
4 Harper's Bazaar	31,105
5 W	20,470
Total	**233,802**

% Chg. Ad Revenue

1985 vs. 1984

	%
1 W	12.0
2 Glamour	8.4
3 Vogue	6.2
4 Harper's Bazaar	0.0
5 Mademoiselle	– 4.5

Net Chg. Ad Revenue

1985 vs. 1984

	$000
1 Glamour	5,962
2 Vogue	4,153
3 W	2,187
4 Harper's Bazaar	0
5 Mademoiselle	– 1,622
Total	**10,680**

Avg. Edit. Pages/Copy

1 Vogue	161
2 Glamour	143
3 Mademoiselle	125
4 Harper's Bazaar	109
5 W	32

Average Circulation

1 Glamour	2,284,114
2 Mademoiselle	1,215,398
3 Vogue	1,187,714
4 Harper's Bazaar	754,672
5 W	212,577
Total	**5,654,475**

% Chg. Avg. Circ.

1985 vs. 1984

	%
1 Harper's Bazaar	2.7
2 Mademoiselle	2.4
3 Vogue	2.0
4 W	1.6
5 Glamour	0.5

Net Chg. Avg. Circ.

1985 vs. 1984

1 Mademoiselle	28,263
2 Vogue	23,752
3 Harper's Bazaar	19,883
4 Glamour	10,683
5 W	3,353
Total	**85,934**

Avg. Total Pages/Copy

ad pages + edit. pages

1 Vogue	431
2 Glamour	321
3 Harper's Bazaar	255
4 Mademoiselle	250
5 W	83

Total Revenue

ad rev. + circ. rev.

	$000
1 Glamour	121,997
2 Vogue	107,434
3 Mademoiselle	59,096
4 Harper's Bazaar	45,729
5 W	26,980
Total	**361,236**

% Chg. Total Revenue

1985 vs. 1984

	%
1 W	11.3
2 Glamour	10.5
3 Vogue	5.3
4 Harper's Bazaar	1.5
5 Mademoiselle	0.1

Subscription Revenue

	$000
1 Glamour	9,631
2 Vogue	8,361
3 W	4,838
4 Mademoiselle	4,610
5 Harper's Bazaar	3,693
Total	**31,133**

% Chg. Sub. Revenue

1985 vs. 1984

	%
1 Mademoiselle	27.6
2 Glamour	12.0
3 Harper's Bazaar	9.8
4 Vogue	9.3
5 W	1.7

Avg. Subscription Circ.

1 Glamour	754,394
2 Vogue	432,107
3 Mademoiselle	346,194
4 Harper's Bazaar	308,115
5 W	186,648
Total	**2,027,458**

% Chg. Avg. Sub. Circ.

1985 vs. 1984

	%
1 Harper's Bazaar	4.9
2 Mademoiselle	2.5
3 Vogue	2.3
4 W	0.2
5 Glamour	– 4.4

Net Chg. Avg. Sub. Circ.

1985 vs. 1984

1 Harper's Bazaar	14,441
2 Vogue	9,893
3 Mademoiselle	8,533
4 W	291
5 Glamour	– 35,033
Total	**– 1,875**

Newsstand Revenue

	$000
1 Glamour	35,795
2 Vogue	27,565
3 Mademoiselle	20,339
4 Harper's Bazaar	10,932
5 W	1,672
Total	**96,303**

Avg. Newsstand Circ.

1 Glamour	1,529,720
2 Mademoiselle	869,205
3 Vogue	755,607
4 Harper's Bazaar	446,557
5 W	25,930
Total	**3,627,019**

% Chg. Avg. News. Circ.

1985 vs. 1984

	%
1 W	13.4
2 Glamour	3.1
3 Mademoiselle	2.3
4 Vogue	1.9
5 Harper's Bazaar	1.2

Net Chg. Avg. News. Circ.

1985 vs. 1984

1 Glamour	45,716
2 Mademoiselle	19,731
3 Vogue	13,859
4 Harper's Bazaar	5,442
5 W	3,063
Total	**87,811**

% Chg. News. Revenue

1985 vs. 1984

	%
1 W	40.6
2 Glamour	14.9
3 Mademoiselle	3.4
4 Harper's Bazaar	3.3
5 Vogue	1.9

MAGAZINE PROFILES

Glamour

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1939
Published: Monthly

Editorial Description: Glamour is edited for the personal interests of working women 18-34 with a "how-to" approach. Emphasis is placed on fashion, beauty, careers, diet and fitness, travel, electronics, entertaining, and consumer information. Monthly columns offer coverage which varies from success strategies for job and college, to car-buying, cooking, books and movies, sex and health, and money management. Glamour's "How To Do Anything Better Guide" is a monthly section covering a variety of facts and finds.

Member: ABC

Primary SRDS Classification No. C-49

Harper's Bazaar

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5000
Year founded: 1846
Published: Monthly

Editorial Description: Harper's Bazaar is edited for the success-oriented woman. Editorial fea-

(Continued on page 164)

Figures are FOLIO estimates for the calendar year 1985.

WOMEN'S LIFESTYLES

Ad Pages

1	Vogue	3,246
2	Cosmopolitan	2,437
3	Town & Country	1,756
4	Mademoiselle	1,503
5	Working Woman	1,236
6	Self	1,182
7	Prevention	776
8	Shape	753
9	New Woman	679
10	True Story	632
11	American Baby	507
12	Family	477
13	Playgirl	416
14	Soap Opera Digest	317
15	Woman's World	17
	Total	**15,934**

% Chg. Ad Pages

	1985 vs. 1984	%
1	New Woman	20.3
2	Playgirl	4.9
3	Shape	4.6
4	American Baby	4.5
5	Self	2.2
6	Family	−1.9
7	Cosmopolitan	−2.2
8	Soap Opera Digest	−3.4
9	Working Woman	−4.2
10	Vogue	−6.3
11	Town & Country	−7.7
12	True Story	−9.3
13	Mademoiselle	−10.7
14	Prevention	−12.0
15	Woman's World	ne

Net Chg. Ad Pages

	1985 vs. 1984	
1	New Woman	115
2	Shape	33
3	Self	25
4	American Baby	22
5	Playgirl	20
6	Family	−9
7	Soap Opera Digest	−11
8	Working Woman	−54
9	Cosmopolitan	−54
10	True Story	−65
11	Prevention	−106
12	Town & Country	−147
13	Mademoiselle	−180
14	Vogue	−220
15	Woman's World	ne
	Total	**−631**

Avg. Ad Pages/Copy

1	Vogue	271
2	Cosmopolitan	203
3	Town & Country	146
4	Mademoiselle	125
5	Working Woman	103
6	Self	99
7	Prevention	65
8	Shape	63
9	New Woman	57
10	True Story	53
11	American Baby	42
12	Family	40
13	Playgirl	35
14	Soap Opera Digest	12
15	Woman's World	0.3

Ad Revenue

		$000
1	Cosmopolitan	100,757
2	Vogue	71,509
3	Mademoiselle	34,147
4	Town & Country	26,700
5	Self	26,266
6	Working Woman	20,813
7	Prevention	15,049
8	American Baby	11,126
9	True Story	10,841
10	New Woman	10,047
11	Family	5,265
12	Shape	4,048
13	Soap Opera Digest	2,320
14	Playgirl	1,377
15	Woman's World	226
	Total	**340,511**

% Chg. Ad Revenue

	1985 vs. 1984	%
1	New Woman	44.0
2	Shape	27.3
3	American Baby	13.3
4	Working Woman	10.5
5	Self	8.6
6	Soap Opera Digest	7.7
7	Family	7.5
8	Vogue	6.2
9	Cosmopolitan	5.9
10	Playgirl	0.2
11	True Story	−1.2
12	Town & Country	−1.3
13	Mademoiselle	−4.5
14	Prevention	−9.0
15	Woman's World	ne

Net Chg. Ad Revenue

	1985 vs. 1984	$000
1	Cosmopolitan	5,613
2	Vogue	4,153
3	New Woman	3,071
4	Self	2,083
5	Working Woman	1,982
6	American Baby	1,308
7	Shape	868
8	Family	367
9	Soap Opera Digest	165
10	Playgirl	3
11	True Story	−129
12	Town & Country	−349
13	Prevention	−1,493
14	Mademoiselle	−1,622
15	Woman's World	ne
	Total	**16,020**

Avg. Edit. Pages/Copy

1	Vogue	161
2	Cosmopolitan	144
3	Soap Opera Digest	132
4	Mademoiselle	125
5	Town & Country	106
6	Prevention	97
7	Self	93
8	New Woman	91
9	Playgirl	81
10	Shape	81
11	True Story	69
12	Working Woman	66
13	American Baby	58
14	Woman's World	56
15	Family	43

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ne = not estimated

MAGAZINE PROFILES

American Baby

Cahners Publishing Company
575 Lexington Avenue
New York, NY 10022
(212) 752-0775
Year founded: 1938
Published: Monthly

Editorial Description: American Baby is edited as a guidebook for expectant and new parents, with emphasis on the physical and mental well-being of mother and baby. Articles deal with pre-natal and post-natal health; infant care, including physical and emotional health; early learning and pre-nursery school education; plus pictorial features on new goods and services for mother and baby; including maternity and infant fashions, nursery furniture and accessories, wheel goods, toys, cosmetics and toiletries. Its editorial goal is to help young parents with maternal and baby care, and inform them of new developments in related fields.

Member: ABC
Primary SRDS Classification No. C-5

Cosmopolitan

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-7417
Year founded: 1886
Published: Monthly

Editorial Description: Cosmopolitan is edited for young women, single or married, and concerns self-improvement, careers, clothes, beauty, travel, entertainment and the arts with special emphasis on the world outside the home. Editorial emphasis is on helping young women realize the very most of themselves.

Member: ABC

Primary SRDS Classification No. C-49

Family

Military Family Communications, Inc.
9 East 41st Street
New York, NY 10017
(212) 661-6550
Year founded: 1958
Published: Monthly

Editorial Description: Family is published for military wives. Articles concern their lifestyle. Contains features on military family life, relocating, apartment decorating, cooking, travel, education, child-rearing, careers, marriage and family health. Special emphasis is placed on money-saving tips and the advantages of shopping military commissaries (supermarkets), exchanges (department stores) and package (liquor) stores. Articles appearing in Family are a combination of material submitted by readers and original material created by Family's editorial staff.

Member: BPA
Primary SRDS Classification No.: C-31

Mademoiselle

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1934
Published: Monthly

Editorial Description: Mademoiselle is edited for the woman 18-34, and addresses the needs of this fast-growing consumer segment with coverage of career topics, fashion, beauty, health, home decorating, travel, entertaining and the arts. Food, alcoholic beverages, automotive, personal finance, home sewing and crafts are treated in regularly scheduled columns. In addition, Mademoiselle publishes in-depth articles on subjects of current interest.

Member: ABC
Primary SRDS Classification No. C-50

New Woman

Murdoch Magazines
215 Lexington Avenue
New York, NY 10016

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Figures are Folio estimates for the calendar year 1985.

WOMEN'S LIFESTYLES

Continued

Average Circulation

1	Cosmopolitan	2,921,450
2	Prevention	2,897,485
3	True Story	1,518,715
4	Woman's World	1,326,202
5	Mademoiselle	1,215,398
6	Vogue	1,187,714
7	New Woman	1,156,344
8	Self	1,105,895
9	American Baby	1,000,000
10	Soap Opera Digest	768,255
11	Working Woman	715,664
12	Playgirl	586,304
13	Shape	532,987
14	Family	528,585
15	Town & Country	428,485
	Total	**17,889,483**

% Chg. Avg. Circ.

	1985 vs. 1984	%
1	Family	31.6
2	New Woman	14.2
3	Shape	8.8
4	Town & Country	6.0
5	Working Woman	5.6
6	Self	2.6
7	Mademoiselle	2.4
8	Vogue	2.0
9	Cosmopolitan	0.5
10	True Story	0.4
11	American Baby	-0.1
12	Prevention	-1.0
13	Playgirl	-6.2
14	Soap Opera Digest	-6.4
15	Woman's World	ne

Net Chg. Avg. Circ.

	1985 vs. 1984	
1	New Woman	144,191
2	Family	126,788
3	Shape	43,083
4	Working Woman	38,146
5	Mademoiselle	28,263
6	Self	27,984
7	Town & Country	24,149
8	Vogue	23,752
9	Cosmopolitan	14,324
10	True Story	5,497
11	American Baby	-1,074
12	Prevention	-30,518
13	Playgirl	-38,732
14	Soap Opera Digest	-52,379
15	Woman's World	ne
	Total	**353,474**

Avg. Total Pages/Copy

	ad pages + edit. pages	
1	Vogue	431
2	Cosmopolitan	347
3	Town & Country	252
4	Mademoiselle	250
5	Self	191
6	Working Woman	168
7	Prevention	162
8	New Woman	147
9	Shape	144
10	Soap Opera Digest	144
11	True Story	122
12	Playgirl	116
13	American Baby	101
14	Family	83
15	Woman's World	56

Total Revenue

	ad rev. + circ. rev.	$000
1	Cosmopolitan	167,465
2	Vogue	107,434
3	Mademoiselle	59,096
4	Prevention	55,898
5	Woman's World	48,725
6	Self	47,316
7	Town & Country	36,175
8	New Woman	31,163
9	Working Woman	30,405
10	Soap Opera Digest	26,401
11	True Story	26,383
12	Playgirl	18,318
13	Shape	16,029
14	American Baby	12,446
15	Family	5,285
	Total	**688,539**

% Chg. Total Revenue

	1985 vs. 1984	%
1	New Woman	22.8
2	Shape	15.0
3	American Baby	14.8
4	Self	10.2
5	Soap Opera Digest	9.8
6	Working Woman	9.2
7	Family	7.5
8	Vogue	5.3
9	True Story	4.7
10	Cosmopolitan	3.6
11	Prevention	2.0
12	Town & Country	0.8
13	Mademoiselle	0.1
14	Playgirl	-8.9
15	Woman's World	ne

Subscription Revenue

		$000
1	Prevention	37,943
2	True Story	11,168
3	Working Woman	8,836
4	Vogue	8,361
5	Self	7,124
6	Soap Opera Digest	6,945
7	New Woman	6,825
8	Town & Country	5,808
9	Cosmopolitan	5,429
10	Mademoiselle	4,610
11	Playgirl	3,395
12	Shape	2,522
13	American Baby	1,320
14	Family	0
15	Woman's World	0
	Total	**110,288**

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	New Woman	30.7
2	American Baby	28.5
3	Mademoiselle	27.6
4	Shape	18.1
5	Self	17.1
6	True Story	12.7
7	Cosmopolitan	11.8
8	Town & Country	11.7
9	Vogue	9.3
10	Working Woman	6.0
11	Prevention	5.9
12	Playgirl	3.4
13	Soap Opera Digest	-10.4
14	Family	n/a
15	Woman's World	n/a

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

(212) 685-4790
Year founded: 1970
Published: Monthly

Editorial Description: New Woman is a magazine for the thinking woman interested in improving the quality of her life. Edited to give guidance, information, a new image and a new way of life, it encourages self-help and the realization of individual potential. Regular features include articles on relationships, emotional well-being, finances, business, beauty, fashion, fitness and health.

Member: ABC

Primary SRDS Classification No.: C-49

Playgirl

Playgirl, Inc.
3420 Ocean Park Boulevard, Suite 3000
Santa Monica, CA 90405
(213) 450-0900
Year founded: 1973
Published: Monthly

Editorial Description: Playgirl is edited as an entertainment source for women. Articles range from frank discussions on sex to career information, political issues, the arts and entertainment. Fashion, fitness and health are accompanied by lifestyle features including male photography and centerfolds, home entertainment, food and beverages.

Member: ABC

Primary SRDS Classification No. C-49

Prevention

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1950
Published: Monthly

Editorial Description: Prevention is edited for readers who are highly motivated to take an active role in achieving and maintaining health and fitness for themselves and their families. Edited under the supervision of an Advisory Board of physicians and nutritionists, it provides the latest authoritative, practical information about healthful food products, pharmaceuticals, exercise, the prevention of disease, psychology, health-care economics, beauty aids, appliances, and travel as they relate to healthy, secure lifestyle.

Member: ABC

Primary SRDS Classification No. C-23

Self

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1978
Published: Monthly

Editorial Description: Self is edited for the active woman of the '80's, and concentrates editorially on information designed to assist a busy woman living in two worlds: business and home. Editorial features self-improvement in the areas of health & beauty, diet & nutrition, money management, emotional well-being and entertaining.

Member: ABC

Primary SRDS Classification No. C-49

SHAPE

Shape Magazine, Inc.
21100 Erwin Street
Woodland Hills, CA 91367
(818) 704-8905
Year founded: 1981
Published: Monthly

Editorial Description: SHAPE is the lifestyle ▶

Figures are FOLIO estimates for the calendar year 1985.

WOMEN'S LIFESTYLES

Continued

Avg. Subscription Circ.

1	Prevention	2,736,070
2	True Story	1,227,099
3	Working Woman	690,453
4	New Woman	536,069
5	Self	510,759
6	Vogue	432,107
7	Mademoiselle	346,194
8	Soap Opera Digest	327,503
9	Town & Country	326,661
10	Cosmopolitan	302,679
11	Playgirl	220,999
12	American Baby	151,890
13	Shape	132,837
14	Family	0
15	Woman's World	0
	Total	**7,941,320**

% Chg. Avg. Sub. Circ.

1985 vs. 1984		%
1	New Woman	39.4
2	American Baby	31.3
3	Playgirl	12.7
4	Cosmopolitan	10.0
5	Shape	9.4
6	Town & Country	7.6
7	Working Woman	5.8
8	Mademoiselle	2.5
9	Vogue	2.3
10	True Story	0.2
11	Prevention	−2.1
12	Self	−3.8
13	Soap Opera Digest	−15.1
14	Family	n/a
15	Woman's World	n/a

Net Chg. Avg. Sub. Circ.

1985 vs. 1984		
1	New Woman	151,465
2	Working Woman	37,600
3	American Baby	36,225
4	Cosmopolitan	27,502
5	Playgirl	24,936
6	Town & Country	23,209
7	Shape	11,373
8	Vogue	9,893
9	Mademoiselle	8,533
10	True Story	2,069
11	Self	−20,245
12	Prevention	−57,693
13	Soap Opera Digest	−58,393
14	Family	n/a
15	Woman's World	n/a
	Total	**196,474**

Newsstand Revenue

		$000
1	Cosmopolitan	61,279
2	Woman's World	48,499
3	Vogue	27,565
4	Mademoiselle	20,339
5	Soap Opera Digest	17,136
6	New Woman	14,291
7	Self	13,926
8	Playgirl	13,545
9	Shape	9,460
10	True Story	4,374
11	Town & Country	3,666
12	Prevention	2,905
13	Working Woman	756
14	Family	0
15	American Baby	0
	Total	**237,741**

Avg. Newsstand Circ.

1	Cosmopolitan	2,618,771
2	Woman's World	1,326,202
3	Mademoiselle	869,205
4	Vogue	755,607
5	New Woman	620,276
6	Self	595,136
7	Soap Opera Digest	440,752
8	Shape	400,150
9	Playgirl	365,305
10	True Story	291,617
11	Prevention	161,415
12	Town & Country	101,824
13	Working Woman	25,211
14	Family	0
15	American Baby	0
	Total	**8,571,471**

% Chg. Avg. News. Circ.

1985 vs. 1984		%
1	Prevention	20.2
2	Self	8.8
3	Shape	8.6
4	Mademoiselle	2.3
5	Working Woman	2.2
6	Vogue	1.9
7	Soap Opera Digest	1.4
8	True Story	1.2
9	Town & Country	0.9
10	Cosmopolitan	−0.5
11	New Woman	−1.2
12	Playgirl	−14.8
13	Family	n/a
14	American Baby	n/a
15	Woman's World	ne

Net Chg. Avg. News. Circ.

1985 vs. 1984		
1	Self	48,229
2	Shape	31,710
3	Prevention	27,175
4	Mademoiselle	19,731
5	Vogue	13,859
6	Soap Opera Digest	6,014
7	True Story	3,429
8	Town & Country	940
9	Working Woman	545
10	New Woman	−7,275
11	Cosmopolitan	−13,178
12	Playgirl	−63,668
13	Family	n/a
14	American Baby	n/a
15	Woman's World	ne
	Total	**67,511**

% Chg. News. Revenue

1985 vs. 1984		%
1	Soap Opera Digest	21.3
2	Prevention	20.3
3	Self	9.9
4	Shape	9.7
5	Working Woman	9.5
6	New Woman	8.4
7	Mademoiselle	3.4
8	Vogue	1.9
9	True Story	1.2
10	Town & Country	0.9
11	Cosmopolitan	−0.5
12	Playgirl	−12.3
13	American Baby	n/a
14	Family	n/a
15	Woman's World	ne

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

magazine for the active woman of the 80's, delivering reliable information. SHAPE's medical experts cover all aspects of fitness, including physical, nutritional, and psychological topics. SHAPE supports the woman who wants fitness in every part of her life. In addition to facts about exercise physiology and fitness maintenance, SHAPE provides latest product information needed for a fully fit lifestyle. Current diet and health foods, the latest active wear, and beauty-care products all contribute to SHAPE's role as a comprehensive magazine for today's active woman.

Member: ABC
Primary SRDS Classification No. C-49

Soap Opera Digest

Network Publishing Corporation
254 West 31st Street
New York, NY 10001
(212) 947-6300
Year founded: 1976
Published: Biweekly

Editorial Description: Soap Opera Digest deals with both daytime and primetime continuing dramas. Each issue contains columns, features and interviews on the news from the shows. Articles and interviews explore the behind-the-scenes business and dealings. As well as in-depth profiles, wrap sections, humor pieces and roundups.

Member: ABC
Primary SRDS Classification No. C-49

Town & Country

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5000
Year founded: 1846
Published: Monthly

Editorial Description: Town & Country Magazine is a service publication for the affluent, covering a wide range of the interests of these people. Predominant among these interests are travel, the home, personalities, fashion, beauty, cultural areas, gourmet foods and liquors, and social happenings.

Member: ABC
Primary SRDS Classification No. C-22

True Story

Macfadden Women's Group
215 Lexington Avenue
New York, NY 10016
(212) 340-7500
Year founded: 1919
Published: Monthly

Editorial Description: True Story magazine is edited as a full service magazine for the young working class woman, and its stories reflect her world. In addition to story editorial, regular service features include recipes and food preparation, beauty and grooming, home management, child care, personal advice columns and health articles.

Member: ABC
Primary SRDS Classification No. C-49

Vogue

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1892
Published: Monthly

Editorial Description: Vogue is edited for the woman who considers fashion a way of life. The magazine's editorial pages cover fashion, beauty, health, fitness, travel, the arts, money, food, entertaining and home furnishings. Vogue also features interviews and articles by contributing writers.

Member: ABC
Primary SRDS Classification No. C-50 ▶

WOMEN'S LIFESTYLES

Continued

Woman's World

Heinrich Bauer North America
177 North Dean Street
P.O. Box 6700
Englewood, NJ 07631
(203) 569-0006
Year founded: 1981
Published: Monthly

Editorial Description: Woman's World is a women's service and entertainment magazine. It focuses on the needs and interests of today's busy woman, both on a personal level and as they relate to her family. Regular service features include: Food, Affordable Fashion, Medical Advice, Beauty Tips, Needlework and Crafts, Dollar Saving Ideas, Home Decorating, Advice on Money, Marriage and Careers. Stories from real life and fiction such as mysteries and romances provide light reading. Travel, Humor, Horoscope and Celebrity Gossip.

Member: ABC

Primary SRDS Classification No. C-49

Working Woman

Hal Publications, Inc.
342 Madison Avenue
New York, NY 10173
(212) 309-9800

Year founded: 1976
Published: Monthly

Editorial Description: Working Woman is edited for women who are in management careers, in business. Contents include special sections devoted to entrepreneurs, as well as articles on business news, business and economic trends, technology, law, politics, current issues, finance, investment options, career fields, management, the social and behavioral sciences, travel and other lifestyle editorial as well as fashion, health and entertaining.

Member: ABC

Primary SRDS Classification No. C-49

WOMEN'S FASHION

Continued from page 160

Harper's Bazaar (Cont.)

tures emphasize fashion, beauty, health, diet, travel and entertaining. The editorial mix also includes profiles, interviews and articles.

Member: ABC

Primary SRDS Classification No. C-49

Mademoiselle

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1934
Published: Monthly

Editorial Description: Mademoiselle is edited for the woman 18-34, and addresses the needs of this fast-growing consumer segment with coverage of career topics, fashion, beauty, health, home decorating, travel, entertaining and the arts. Food, alcoholic beverages, automotive, personal finance, home sewing and crafts are treated in regularly scheduled columns. In addition, Mademoiselle publishes in-depth articles on subjects of current interest.

Member: ABC

Primary SRDS Classification No. C-50

Vogue

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1892
Published: Monthly

Editorial Description: Vogue is edited for the woman who considers fashion a way of life. The magazine's editorial pages cover fashion, beauty, health, fitness, travel, the arts, money, food, entertaining and home furnishings. Vogue also features interviews and articles by contributing writers.

Member: ABC

Primary SRDS Classification No. C-50

W

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4305
Year founded: 1972
Published: Biweekly

Editorial Description: "W" is edited for the educated, affluent woman commenting on fashion, people and living. Articles represent selective consumer features from Women's Wear Daily and include: fashion, travel and beauty features, criticism of the arts and personality interviews.

Member: ABC

Primary SRDS Classification No. C-49

The Folio:AdGuide

Additional copies of The Folio:AdGuide
are available while supplies last. To reserve your copy(s),
send a check or money order for $35 each
(includes second class postage. For first class, add $5), to:

Folio:AdGuide
Six River Bend, Box 4949
Stamford, CT 06907-0949

WOMEN'S SERVICE

Ad Pages

1	Good Housekeeping	2,053
2	Family Circle	1,853
3	Woman's Day	1,422
4	Better Homes and Gardens	1,363
5	Ladies' Home Journal	1,362
6	Redbook	1,165
7	McCall's	1,157
8	Parents	1,131
9	Essence	951
10	Working Mother	882
11	Crafts Magazine	772
12	New Woman	679
13	American Baby	507
14	Creative Ideas f. Living	502
15	Workbasket	388
16	McCall's Ndlwrk. & Crafts	239
17	Woman's World	17
	Total	16,443

% Chg. Ad Pages

	1985 vs. 1984	%
1	New Woman	20.3
2	Parents	12.8
3	Ladies' Home Journal	7.9
4	Creative Ideas f. Living	6.6
5	American Baby	4.5
6	Family Circle	2.8
7	Working Mother	1.2
8	Good Housekeeping	1.0
9	Workbasket	0.6
10	Crafts Magazine	0.3
11	Redbook	−0.9
12	McCall's	−3.1
13	Essence	−6.3
14	Woman's Day	−6.9
15	Better Homes and Gardens	−9.0
16	Woman's World	ne
17	McCall's Ndlwrk. & Crafts	ne

Net Chg. Ad Pages

	1985 vs. 1984	
1	Parents	129
2	New Woman	115
3	Ladies' Home Journal	100
4	Family Circle	50
5	Creative Ideas f. Living	31
6	American Baby	22
7	Good Housekeeping	21
8	Working Mother	10
9	Crafts Magazine	2
10	Workbasket	2
11	Redbook	−11
12	McCall's	−36
13	Essence	−64
14	Woman's Day	−105
15	Better Homes and Gardens	−136
16	Woman's World	ne
17	McCall's Ndlwrk. & Crafts	ne
	Total	130

Avg. Ad Pages/Copy

1	Good Housekeeping	171
2	Better Homes and Gardens	114
3	Ladies' Home Journal	114
4	Family Circle	109
5	Redbook	97
6	McCall's	96
7	Parents	94
8	Woman's Day	89
9	Essence	79
10	Working Mother	74
11	Crafts Magazine	64
12	New Woman	57
13	American Baby	42
14	Creative Ideas f. Living	42
15	McCall's Ndlwrk. & Crafts	40
16	Workbasket	39
17	Woman's World	0.3

Ad Revenue

		$000
1	Family Circle	145,788
2	Good Housekeeping	142,376
3	Better Homes and Gardens	123,262
4	Woman's Day	107,347
5	McCall's	80,849
6	Ladies' Home Journal	77,019
7	Redbook	57,179
8	Parents	38,003
9	Essence	15,358
10	Working Mother	13,303
11	American Baby	11,126
12	New Woman	10,047
13	Creative Ideas f. Living	6,100
14	Crafts Magazine	2,613
15	Workbasket	2,612
16	McCall's Ndlwrk. & Crafts	2,194
17	Woman's World	226
	Total	835,402

% Chg. Ad Revenue

	1985 vs. 1984	%
1	New Woman	44.0
2	Parents	22.5
3	Working Mother	20.8
4	Crafts Magazine	17.0
5	Ladies' Home Journal	15.8
6	Essence	14.8
7	American Baby	13.3
8	Creative Ideas f. Living	13.0
9	Family Circle	11.6
10	Redbook	7.7
11	Good Housekeeping	6.8
12	McCall's	6.0
13	Workbasket	6.0
14	Better Homes and Gardens	−2.3
15	Woman's Day	−2.7
16	Woman's World	ne
17	McCall's Ndlwrk. & Crafts	ne

Net Chg. Ad Revenue

	1985 vs. 1984	$000
1	Family Circle	15,096
2	Ladies' Home Journal	10,482
3	Good Housekeeping	9,063
4	Parents	6,987
5	McCall's	4,575
6	Redbook	4,084
7	New Woman	3,071
8	Working Mother	2,287
9	Essence	1,975
10	American Baby	1,308
11	Creative Ideas f. Living	700
12	Crafts Magazine	380
13	Workbasket	148
14	Better Homes and Gardens	−2,872
15	Woman's Day	−3,020
16	Woman's World	ne
17	McCall's Ndlwrk. & Crafts	ne
	Total	54,264

Avg. Edit. Pages/Copy

1	Good Housekeeping	145
2	Redbook	97
3	Ladies' Home Journal	93
4	New Woman	91
5	Better Homes and Gardens	91
6	Family Circle	87
7	McCall's Ndlwrk. & Crafts	86
8	McCall's	80
9	Parents	79
10	Woman's Day	75
11	Essence	66
12	Creative Ideas f. Living	65
13	Working Mother	65
14	American Baby	58
15	Woman's World	56
16	Workbasket	41
17	Crafts Magazine	41

▶

ne = not estimated

MAGAZINE PROFILES

American Baby

Cahners Publishing Company
575 Lexington Avenue
New York, NY 10022
(212) 752-0775
Year founded: 1938
Published: Monthly

Editorial Description: American Baby is edited as a guidebook for expectant and new parents, with emphasis on the physical and mental well-being of mother and baby. Articles deal with pre-natal and post-natal health; infant care, including physical and emotional health; early learning and pre-nursery school education; plus pictorial features on new goods and services for mother and baby; including maternity and infant fashions, nursery furniture and accessories, wheel goods, toys, cosmetics and toiletries. Its editorial goal is to help young parents with maternal and baby care, and inform them of new developments in related fields.

Member: ABC

Primary SRDS Classification No. C-5

Better Homes and Gardens

Meredith Corporation
17th at Locust
Des Moines, IA 50336
(515) 284-3000
Year founded: 1922
Published: Monthly

Editorial Description: Better Homes and Gardens is edited for husbands and wives who have a serious interest in home and family as the focal point of their lives. Better Homes and Gardens covers in-depth these home and family subjects: food and appliances, building and handyman, decorating, family money management, gardening, travel, health, cars in your family, home and family entertainment, new product information and shopping.

Member: ABC

Primary SRDS Classification No. C-24

Crafts Magazine

PJS Publications, Inc.
News Plaza
P.O. Box 1790
Peoria, IL 61656
(309) 682-6626
Year founded: 1978
Published: Monthly

Editorial Description: Crafts Magazine is edited for the crafts enthusiast and for the person just getting interested in crafts. Editorial content emphasizes new and varied how-to projects on crafts for the home or for personal use or wear, made from products generally available in craft supply stores. Other types of articles include: buying and using different craft products to improve craft knowledge and skills; special craft techniques; projects for children and adult groups. Departments: new products and new books.

Member: ABC

Primary SRDS Classification No. C-11

Figures are Folio estimates for the calendar year 1985.

WOMEN'S SERVICE

Continued

Average Circulation

1	Better Homes and Gardens	8,042,230
2	Family Circle	6,680,863
3	Woman's Day	6,367,387
4	McCall's	6,272,442
5	Good Housekeeping	5,180,142
6	Ladies' Home Journal	5,137,601
7	Redbook	4,149,433
8	Workbasket	1,749,005
9	Parents	1,718,052
10	Woman's World	1,326,202
11	New Woman	1,156,344
12	American Baby	1,000,000
13	Essence	800,960
14	Creative Ideas f. Living	746,323
15	McCall's Ndlwrk. & Crafts	713,266
16	Working Mother	550,211
17	Crafts Magazine	494,713
	Total	52,085,174

% Chg. Avg. Circ.

1985 vs. 1984

		%
1	Essence	14.4
2	New Woman	14.2
3	Working Mother	6.2
4	Redbook	4.4
5	Parents	1.6
6	Creative Ideas f. Living	1.2
7	Ladies' Home Journal	0.9
8	Better Homes and Gardens	0.1
9	McCall's	0.1
10	American Baby	– 0.1
11	Crafts Magazine	– 0.7
12	Good Housekeeping	– 1.2
13	Workbasket	– 2.0
14	Family Circle	– 4.1
15	Woman's Day	– 4.6
16	Woman's World	ne
17	McCall's Ndlwrk. & Crafts	ne

Net Chg. Avg. Circ.

1985 vs. 1984

1	Redbook	174,963
2	New Woman	144,191
3	Essence	100,565
4	Ladies' Home Journal	48,156
5	Working Mother	32,202
6	Parents	30,913
7	Better Homes and Gardens	11,111
8	Creative Ideas f. Living	8,933
9	McCall's	4,732
10	American Baby	– 1,074
11	Crafts Magazine	– 3,543
12	Workbasket	– 35,056
13	Good Housekeeping	– 60,401
14	Family Circle	– 283,503
15	Woman's Day	– 309,339
16	Woman's World	ne
17	McCall's Ndlwrk. & Crafts	ne
	Total	– 137,150

Avg. Total Pages/Copy

ad pages + edit. pages

1	Good Housekeeping	316
2	Ladies' Home Journal	207
3	Better Homes and Gardens	204
4	Family Circle	196
5	Redbook	194
6	McCall's	176
7	Parents	173
8	Woman's Day	164
9	New Woman	147
10	Essence	145
11	Working Mother	136
12	McCall's Ndlwrk. & Crafts	126
13	Creative Ideas f. Living	107
14	Crafts Magazine	105
15	American Baby	101
16	Workbasket	80
17	Woman's World	56

▶

ne = not estimated

MAGAZINE PROFILES

Creative Ideas for Living

Southern Living Inc.
820 Shades Creek Pkwy.
P.O. Box 2522
Birmingham, AL 35201
(205) 877-6470
Year founded: 1969
Published: Monthly

Editorial Description: Creative Ideas for Living is designed to fit the active lifestyle of today's busy woman. Each month, the magazine features articles ranging from food and entertaining, to decorating, family activities, gift ideas, and creative projects. All feature the positive—the happy side of life. And all ideas are quick and easy—designed for the working Mom who wants her family to feel special. Standing columns include "A Life in Crafts . . . Creative Lifestyle . . . Ideas, Ideas, Ideas, Ideas . . . Worth a Try . . . Hotline . . . and Craft Library." More than 4.5 million readers—775,000 total circulation—turn to Creative Ideas for Living each month.

Member: ABC
Primary SRDS Classification No. C-11

ESSENCE

ESSENCE Communications, Inc.
1500 Broadway
New York, NY 10036
(212) 730-4260
Year founded: 1970
Published: Monthly

Editorial Description: ESSENCE is the magazine for today's Black woman. Edited for career-minded, sophisticated and independent achievers, ESSENCE's editorial is dedicated to helping its readers attain their maximum potential in various lifestyles and roles. The editorial content includes career and educational opportunities; fashion and beauty; investing and money management; health and fitness; parenting; information on home decorating and food; travel; cultural reviews; fiction; and profiles of achievers and celebrities.

Member: ABC
Primary SRDS Classification No. C-49

Family Circle

The Family Circle, Inc.
488 Madison Avenue
New York, NY 10022
(212) 593-8000
Year founded: 1932
Published: 17x per year

Editorial Description: Family Circle is primarily a service magazine covering major areas of interest to women, such as food, home, decorating, good looks, health, child care, money management, family relationships, crafts, travel and careers. It provides ideas and information in these areas with the aim of being useful and instructive.
Member: ABC
Primary SRDS Classification No. C-49

Good Housekeeping

Hearst Magazines
959 Eighth Avenue
New York, NY 10019
(212) 262-5700
Year founded: 1885
Published: Monthly

Editorial Description: Good Housekeeping is edited primarily for homemakers. Interests: food, fashion, beauty, decorating, household appliances, needlecrafts, home maintenance, diet, health, interpersonal relations in and outside the home, social problems, personalities, fiction, current affairs. Regular column subjects include psychological self-help, etiquette, medicine, and consumer problems. Plus The Better Way, a special section of hard-fact information.

Member: ABC
Primary SRDS Classification No. C-49

Ladies' Home Journal

Meredith Corporation
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1883
Published: Monthly

Editorial Description: Ladies' Home Journal is edited for today's woman, addressing the challenges she actively faces in her multifaceted life. Each issue has a wide spectrum of service and feature material including food, decorating, health and diet, beauty and fashion, child care, as well as articles, fiction, reportage, book excerpts, personality profiles and interviews, and stories of human interest and personal fulfillment. Regular features include "Can This Marriage Be Saved?," "A Woman Today," "Medinews," and "Money News."

Member: ABC

Primary SRDS Classification No. C-49

McCall's

The McCall Publishing Company
230 Park Avenue
New York, NY 10169
(212) 551-9500
Year founded: 1876
Published: Monthly

Editorial Description: McCall's is edited for the contemporary woman. It keeps her up-to-date in every facet of her life—from the very personal questions of human relations to the last minute word on career, politics, finance and health. Each issue features food, beauty, fashion and home management service, fiction, book excerpts and in-depth profiles of personalities in the news.

Member: ABC

Primary SRDS Classification No. C-49

McCall's Needlework & Crafts

ABC Needlework and Crafts Magazine, Inc.
825 Seventh Avenue
New York, NY 10019
(212) 246-4000
Year founded: 1935
Published: Bimonthly

Editorial Description: McCall's Needlework & Crafts is designed for the active woman who wants to create beautiful things to wear and to

▶

Figures are FOLIO estimates for the calendar year 1985.

WOMEN'S SERVICE

Continued

Total Revenue

ad rev. + circ. rev.		$000
1	Family Circle	244,482
2	Good Housekeeping	226,282
3	Better Homes and Gardens	205,548
4	Woman's Day	198,073
5	McCall's	159,545
6	Ladies' Home Journal	150,858
7	Redbook	98,993
8	Parents	59,735
9	Woman's World	48,725
10	New Woman	31,163
11	Essence	25,078
12	Working Mother	19,989
13	Creative Ideas f. Living	13,716
14	American Baby	12,446
15	McCall's Ndlwrk. & Crafts	10,934
16	Workbasket	10,911
17	Crafts Magazine	10,827
	Total	**1,527,305**

% Chg. Total Revenue

1985 vs. 1984		%
1	New Woman	22.8
2	Essence	16.7
3	Working Mother	15.2
4	American Baby	14.8
5	Parents	14.7
6	McCall's	12.1
7	Ladies' Home Journal	10.4
8	Family Circle	10.1
9	Creative Ideas f. Living	7.5
10	Crafts Magazine	7.0
11	Redbook	6.8
12	Good Housekeeping	2.0
13	Better Homes and Gardens	0.3
14	Woman's Day	−0.2
15	Workbasket	−3.3
16	Woman's World	ne
17	McCall's Ndlwrk. & Crafts	ne

Subscription Revenue

		$000
1	Better Homes and Gardens	71,538
2	McCall's	66,210
3	Ladies' Home Journal	56,054
4	Good Housekeeping	42,141
5	Redbook	28,604
6	Parents	19,442
7	Workbasket	7,996
8	Creative Ideas f. Living	6,902
9	New Woman	6,825
10	Working Mother	6,369
11	Essence	6,008
12	Family Circle	5,257
13	McCall's Ndlwrk. & Crafts	5,198
14	Crafts Magazine	4,782
15	American Baby	1,320
16	Woman's Day	949
17	Woman's World	0
	Total	**335,595**

% Chg. Sub. Revenue

1985 vs. 1984		%
1	Family Circle	70.0
2	Essence	34.0
3	New Woman	30.7
4	American Baby	28.5
5	McCall's	26.6
6	Ladies' Home Journal	7.6
7	Working Mother	7.1
8	Woman's Day	4.7
9	Creative Ideas f. Living	4.1
10	Crafts Magazine	3.7
11	Better Homes and Gardens	3.6
12	Redbook	3.3
13	Parents	1.5
14	Workbasket	−6.3
15	Good Housekeeping	−7.3
16	Woman's World	n/a
17	McCall's Ndlwrk. & Crafts	ne

Avg. Subscription Circ.

1	Better Homes and Gardens	7,460,602
2	McCall's	5,578,791
3	Ladies' Home Journal	4,149,511
4	Redbook	3,415,542
5	Good Housekeeping	3,395,315
6	Workbasket	1,718,655
7	Parents	1,620,153
8	Creative Ideas f. Living	715,781
9	Essence	594,706
10	Working Mother	536,646
11	New Woman	536,069
12	McCall's Ndlwrk. & Crafts	477,123
13	Family Circle	363,212
14	Crafts Magazine	350,287
15	American Baby	151,890
16	Woman's Day	62,760
17	Woman's World	0
	Total	**31,127,043**

% Chg. Avg. Sub. Circ.

1985 vs. 1984		%
1	Family Circle	60.2
2	New Woman	39.4
3	American Baby	31.3
4	Essence	21.1
5	Working Mother	7.0
6	Redbook	3.0
7	Creative Ideas f. Living	1.8
8	Parents	1.5
9	Ladies' Home Journal	1.4
10	McCall's	1.3
11	Crafts Magazine	1.2
12	Good Housekeeping	−0.3
13	Better Homes and Gardens	−0.4
14	Workbasket	−2.1
15	Woman's Day	−9.4
16	Woman's World	n/a
17	McCall's Ndlwrk. & Crafts	ne

Net Chg. Avg. Sub. Circ.

1985 vs. 1984		
1	New Woman	151,465
2	Family Circle	136,428
3	Essence	103,482
4	Redbook	100,809
5	McCall's	71,950
6	Ladies' Home Journal	57,201
7	American Baby	36,225
8	Working Mother	35,107
9	Parents	24,665
10	Creative Ideas f. Living	12,986
11	Crafts Magazine	4,313
12	Woman's Day	−6,486
13	Good Housekeeping	−9,176
14	Better Homes and Gardens	−28,184
15	Workbasket	−35,981
16	Woman's World	n/a
17	McCall's Ndlwrk. & Crafts	ne
	Total	**654,804**

Newsstand Revenue

		$000
1	Family Circle	93,438
2	Woman's Day	89,778
3	Woman's World	48,499
4	Good Housekeeping	41,765
5	Ladies' Home Journal	17,786
6	New Woman	14,291
7	Redbook	13,210
8	McCall's	12,486
9	Better Homes and Gardens	10,748
10	Essence	3,713
11	McCall's Ndlwrk. & Crafts	3,542
12	Crafts Magazine	3,432
13	Parents	2,291
14	Creative Ideas f. Living	715
15	Working Mother	317
16	Workbasket	304
17	American Baby	0
	Total	**356,315** ▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

decorate the home. Each issue emphasizes leisure time activities: fashions to knit and crochet, decorating ideas, bazaar items, gift ideas, and creative cooking. A wide variety of needlework and craft techniques is represented, including: embroidery; needlepoint; stenciling; rugmaking; quilting; macrame; cross-stitch; batik; woodworking; decoupage. How-tos and patterns are given for making each item shown. Regular features include basic needlework techniques and a shop-by-mail section.

Member: ABC

Primary SRDS Classification No. C-14

New Woman

Murdoch Magazines
215 Lexington Avenue
New York, NY 10016
(212) 685-4790
Year founded: 1970
Published: Monthly

Editorial Description: New Woman is a magazine for the thinking woman interested in improving the quality of her life. Edited to give guidance, information, a new image and a new way, it encourages self-help and the realization of individual potential. Regular features include articles on relationships, emotional well-being, finances, business, beauty, fashion, fitness and health.

Member: ABC

Primary SRDS Classification No.: C-49

Parents

Gruner + Jahr USA Publishing
685 Third Avenue
New York, NY 10017
(212) 878-8700
Year founded: 1926
Published: Monthly

Editorial Description: Parents is edited for young women 18-34 with growing children. Editorial coverage emphasizes family formation and growth, focusing on the day-to-day needs and concerns of today's woman and her family. Regular departments include: Food, Home, Beauty, Family Finance, Fashion, As They Grow (Eight part feature on Pregnancy and Birth, Child Development), Love and Marriage, Almanac, The Healthy Parent, Education, About Fathers, How To, Pet Set.

Member: ABC

Primary SRDS Classification No. C-49

Redbook

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-8258
Year founded: 1903
Published: Monthly

Editorial Description: Redbook is edited for young women today, who are juggling the demands and rewards of husband, child and jobs. Articles are geared towards helping her make "first-time" decisions in her complicated life ranging from personal relationships, home, money management, children and childcare to beauty, fashion, fiction, food and nutrition.

Member: ABC

Primary SRDS Classification No. C-49

Figures are FOLIO estimates for the calendar year 1985.

WOMEN'S SERVICE

Continued

Avg. Newsstand Circ.

1	Family Circle	6,317,651
2	Woman's Day	6,304,627
3	Good Housekeeping	1,784,827
4	Woman's World	1,326,202
5	Ladies' Home Journal	988,090
6	Redbook	733,891
7	McCall's	693,651
8	New Woman	620,276
9	Better Homes and Gardens	581,628
10	McCall's Ndlwrk. & Crafts	236,143
11	Essence	206,255
12	Crafts Magazine	144,426
13	Parents	97,899
14	Creative Ideas f. Living	30,543
15	Workbasket	30,350
16	Working Mother	13,565
17	American Baby	0
	Total	20,110,024

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	Redbook	11.2
2	Better Homes and Gardens	7.2
3	Parents	6.8
4	Workbasket	3.1
5	Ladies' Home Journal	−0.9
6	New Woman	−1.2
7	Essence	−1.4
8	Good Housekeeping	−2.8
9	Woman's Day	−4.6
10	Crafts Magazine	−5.2
11	Family Circle	−6.2
12	McCall's	−8.8
13	Creative Ideas f. Living	−11.7
14	Working Mother	−17.6
15	American Baby	n/a
16	Woman's World	ne
17	McCall's Ndlwrk. & Crafts	ne

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	Redbook	74,154
2	Better Homes and Gardens	39,294
3	Parents	6,248
4	Workbasket	925
5	Working Mother	−2,906
6	Essence	−2,917
7	Creative Ideas f. Living	−4,053
8	New Woman	−7,275
9	Crafts Magazine	−7,856
10	Ladies' Home Journal	−9,046
11	Good Housekeeping	−51,226
12	McCall's	−67,218
13	Woman's Day	−302,853
14	Family Circle	−419,931
15	American Baby	n/a
16	Woman's World	ne
17	McCall's Ndlwrk. & Crafts	ne
	Total	−754,660

% Chg. News. Revenue

	1985 vs. 1984	%
1	Parents	20.4
2	Redbook	11.2
3	Better Homes and Gardens	10.1
4	New Woman	8.4
5	Family Circle	5.9
6	Crafts Magazine	4.9
7	Workbasket	3.2
8	Woman's Day	2.9
9	Essence	2.7
10	Ladies' Home Journal	−0.9
11	Creative Ideas f. Living	−1.7
12	Good Housekeeping	−2.8
13	McCall's	−8.8
14	Working Mother	−17.6
15	American Baby	n/a
16	Woman's World	ne
17	McCall's Ndlwrk. & Crafts	ne

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Woman's Day

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6000
Year founded: 1937
Published: 16x per year

Editorial Description: Woman's Day is written and edited for the contemporary woman. The magazine's editorial centers around the traditional values of Home, Family, Children, Food, Health and Nutrition. How-to Beauty, Fashion and Fitness features are also part of our basic service mix. Special attention is paid to the interests of the working woman with articles focusing on Careers, Money Management, Law, Computer Technology and Relationships.

Member: ABC

Primary SRDS Classification No. C-49

Woman's World

Heinrich Bauer North America
177 North Dean Street
P.O. Box 6700
Englewood, NJ 07631
(203) 569-0006
Year founded: 1981
Published: Monthly

Editorial Description: Woman's World is a women's service and entertainment magazine. It focuses on the needs and interests of today's busy woman, both on a personal level and as they relate to her family. Regular service features include: Food, Affordable Fashion, Medical Advice, Beauty Tips, Needlework and Crafts, Dollar Saving Ideas, Home Decorating, Advice on Money, Marriage and Careers. Stories from real life and fiction such as mysteries and romances provide light reading. Travel, Humor, Horoscope and Celebrity Gossip.

Member: ABC

Primary SRDS Classification No. C-49

THE WORKBASKET

and Home Arts Magazine

Modern Handcraft, Inc.
4251 Pennsylvania Avenue
Kansas City, MO 64111
(816) 531-5730
Year founded: 1935
Published: 10x per year

Editorial Description: THE WORKBASKET editorial stresses needlework and home service features with directions for crochet, knitting, tatting, needlepoint, crewel, etc., plus special sections on cooking, home gardening, handcrafts, money-making ideas, and general homemaker interests.

Member: ABC

Primary SRDS Classification No. C-49

Working Mother

The McCall Publishing Co.
230 Park Avenue
New York, NY 10169
(212) 551-9500
Year founded: 1978
Published: Monthly

Editorial Description: Working Mother is edited for the woman who packs the many challenges of a family, home and career into her life. Articles and features aim to help our readers get ahea at work, while enjoying the rewards of family life. The editorial focus is on jobs and careers, child rearing, emotional support, finance, time management, fashion and beauty, food and nutrition, and the home. In 1986 three new regular features, Travelers Advisory, Video Review and Microwave Magic were added to existing favorites The Healthy Child, Take Care of Yourself, Work World, Smart Money, The Home Front, Just For You, Bulletin Board and The Guilt Department.

Member: ABC

Primary SRDS Classification No. C-49

Figures are FOLIO estimates for the calendar year 1985.

YOUTH & TEEN

Ad Pages

1	Seventeen	1,438
2	Circus Magazine	605
3	'Teen	580
4	YM	383
5	Boys' Life	215
6	Sesame Street	6
7	Highlights for Children	0
8	Natl. Geographic World	0
	Total	**3,227**

% Chg. Ad Pages

1985 vs. 1984

		%
1	Circus Magazine	25.8
2	Boys' Life	4.0
3	YM	−0.8
4	Seventeen	−3.9
5	'Teen	−6.5
6	Natl. Geographic World	n/a
7	Highlights for Children	n/a
8	Sesame Street	ne

Net Chg. Ad Pages

1985 vs. 1984

1	Circus Magazine	124
2	Boys' Life	8
3	Sesame Street	6
4	YM	−3
5	'Teen	−41
6	Seventeen	−58
7	Highlights for Children	n/a
8	Natl. Geographic World	n/a
	Total	**36**

Avg. Ad Pages/Copy

1	Seventeen	120
2	Circus Magazine	50
3	'Teen	48
4	YM	38
5	Boys' Life	18
6	Sesame Street	ne
7	Highlights for Children	0
8	Natl. Geographic World	0

Ad Revenue

		$000
1	Seventeen	34,146
2	'Teen	8,712
3	YM	4,757
4	Boys' Life	2,812
5	Circus Magazine	2,608
6	Sesame Street	180
7	Natl. Geographic World	0
8	Highlights for Children	0
	Total	**53,215**

% Chg. Ad Revenue

1985 vs. 1984

		%
1	Circus Magazine	50.5
2	YM	7.3
3	Seventeen	5.9
4	Boys' Life	0.1
5	'Teen	−1.2
6	Natl. Geographic World	n/a
7	Highlights for Children	n/a
8	Sesame Street	ne

Net Chg. Ad Revenue

1985 vs. 1984

		$000
1	Seventeen	1,889
2	Circus Magazine	875
3	YM	325
4	Sesame Street	180
5	Boys' Life	4
6	'Teen	−103
7	Natl. Geographic World	n/a
8	Highlights for Children	n/a
	Total	**3,170**

Avg. Edit. Pages/Copy

1	Seventeen	92
2	Circus Magazine	72
3	'Teen	62
4	Boys' Life	55
5	YM	49
6	Highlights for Children	43
7	Sesame Street	39
8	Natl. Geographic World	35

Average Circulation

1	Highlights for Children	1,751,000
2	Seventeen	1,744,068
3	Boys' Life	1,431,106
4	Natl. Geographic World	1,318,402
5	Sesame Street	1,179,647
6	'Teen	1,039,437
7	YM	781,672
8	Circus Magazine	392,740
	Total	**9,638,072**

% Chg. Avg. Circ.

1985 vs. 1984

		%
1	Sesame Street	11.6
2	Highlights for Children	8.5
3	'Teen	3.7
4	Seventeen	1.4
5	YM	−1.8
6	Natl. Geographic World	−2.0
7	Boys' Life	−2.2
8	Circus Magazine	−12.7

Net Chg. Avg. Circ.

1985 vs. 1984

1	Highlights for Children	137,500
2	Sesame Street	122,565
3	'Teen	37,461
4	Seventeen	24,159
5	YM	−14,659
6	Natl. Geographic World	−26,937
7	Boys' Life	−31,941
8	Circus Magazine	−57,075
	Total	**191,073**

Avg. Total Pages/Copy

ad pages + edit. pages

1	Seventeen	212
2	Circus Magazine	122
3	'Teen	110
4	YM	87
5	Boys' Life	73
6	Highlights for Children	43
7	Sesame Street	40
8	Natl. Geographic World	35

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Boys' Life

Boy Scouts of America, Inc.
1325 Walnut Hill Lane
Irving, TX 75038-3096
(214) 659-2000
Year founded: 1911
Published: Monthly

Editorial Description: Boys' Life is a general service magazine for boys, edited to their interests. Editorial content deals with Scouting, sports, amusements, hobbies, science, careers, home computers and electronic games, fiction, food, health, clothes, educational activities, etc. There are monthly columns on: bicycling, fishing, stamps and coins, magic, chess, books, ecology, movies and other topics of interest to boys.

Member: ABC

Primary SRDS Classification No. C-51

Circus Magazine

Circus Enterprises Corporation
419 Park Avenue South
New York, NY 10016
(212) 685-5050
Year founded: 1969
Published: Monthly

Editorial Description: Circus Magazine is a popular music publication that covers music news and rock and roll personalities. Issues feature interview-oriented articles on contemporary musicians and personalities, with an emphasis on informative reporting. Regular columns include Front Pages and Back Pages, which present rock and roll news, Stage Pass, which chronicles groups in concert and Listings, containing a comprehensive guide to upcoming groups on tour, new music books, rock on radio and TV and studio news. Each issue has a section geared specifically for the musician. Performers are interviewed with respect to their musical instruments and playing styles. A consumer's guide to musical instrument products is also included.

Member: ABC

Primary SRDS Classification No. C-33

Highlights for Children

Highlights for Children, Inc.
2300 West Fifth Avenue
P.O. Box 269
Columbus, OH 43272-0002
(614) 486-0631
Year founded: 1946
Published: 11x per year

Editorial Description: Highlights for Children is for children from preschool to preteen. It contains fiction, biography, history, thinking exercises, features on science and nature, poetry, contributions from readers, crafts, jokes and riddles. Its primary focus is summarized in its slogan, "Fun with a Purpose": A positive approach to assisting children's intellectual, emotional and physical development through positive role models, lack of focus on violence, avoidance of sexism, racism or ageism, positive interaction and generally worthy ways of life.

National Geographic World

National Geographic Society
17th & M Streets, N.W.
Washington, DC 20036
(202) 857-7000
Year founded: 1975
Published: Monthly

Editorial Description: National Geographic World is a strongly visual magazine, directed to children ages eight through 13. All stories must have a visual story line. No unillustrated stories are used. The subject matter is factual: animals, conservation, science, technology, geography, history, sports, outdoor adventure, and children's activities. Includes humor, shorts, and games.

Sesame Street

Children's Television Workshop
One Lincoln Plaza
New York, NY 10023
(212) 595-3456
Year founded: 1971

▶

Figures are Folio estimates for the calendar year 1985.

YOUTH & TEEN

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	Seventeen	60,286
2	Highlights for Children	30,643
3	'Teen	21,157
4	YM	13,804
5	Natl. Geographic World	13,118
6	Sesame Street	12,149
7	Circus Magazine	11,662
8	Boys' Life	11,573
	Total	**174,382**

% Chg. Total Revenue

	1985 vs. 1984	%
1	Sesame Street	13.9
2	Highlights for Children	8.5
3	Seventeen	4.6
4	Boys' Life	1.6
5	'Teen	0.6
6	YM	0.4
7	Natl. Geographic World	0.4
8	Circus Magazine	−4.1

Subscription Revenue

		$000
1	Highlights for Children	30,643
2	Seventeen	16,838
3	Natl. Geographic World	13,118
4	Sesame Street	8,934
5	Boys' Life	8,761
6	YM	7,969
7	'Teen	7,176
8	Circus Magazine	663
	Total	**94,102**

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	Circus Magazine	50.1
2	Sesame Street	15.6
3	Highlights for Children	8.5
4	Seventeen	3.6
5	Boys' Life	2.0
6	Natl. Geographic World	0.4
7	YM	−0.6
8	'Teen	−0.6

Avg. Subscription Circ.

1	Highlights for Children	1,751,000
2	Boys' Life	1,431,106
3	Natl. Geographic World	1,318,402
4	Seventeen	1,227,275
5	Sesame Street	926,743
6	'Teen	746,661
7	YM	709,818
8	Circus Magazine	34,179
	Total	**8,145,184**

% Chg. Avg. Sub. Circ.

	1985 vs. 1984	%
1	Circus Magazine	47.8
2	Sesame Street	16.0
3	Highlights for Children	8.5
4	'Teen	3.0
5	Seventeen	1.3
6	YM	0.0
7	Natl. Geographic World	−2.0
8	Boys' Life	−2.2

Net Chg. Avg. Sub. Circ.

	1985 vs. 1984	
1	Highlights for Children	137,500
2	Sesame Street	127,913
3	'Teen	21,623
4	Seventeen	15,571
5	Circus Magazine	11,054
6	YM	−147
7	Natl. Geographic World	−26,937
8	Boys' Life	−31,941
	Total	**254,636**

Newsstand Revenue

		$000
1	Seventeen	9,302
2	Circus Magazine	8,390
3	'Teen	5,270
4	Sesame Street	3,035
5	YM	1,078
6	Natl. Geographic World	0
7	Highlights for Children	0
8	Boys' Life	0
	Total	**27,075**

Avg. Newsstand Circ.

1	Seventeen	516,793
2	Circus Magazine	358,561
3	'Teen	292,776
4	Sesame Street	252,904
5	YM	71,854
6	Natl. Geographic World	0
7	Highlights for Children	0
8	Boys' Life	0
	Total	**1,492,888**

% Chg. Avg. News. Circ.

	1985 vs. 1984	%
1	'Teen	5.7
2	Seventeen	1.7
3	Sesame Street	−2.1
4	Circus Magazine	−16.0
5	YM	−16.8
6	Natl. Geographic World	n/a
7	Highlights for Children	n/a
8	Boys' Life	n/a

Net Chg. Avg. News. Circ.

	1985 vs. 1984	
1	'Teen	15,838
2	Seventeen	8,588
3	Sesame Street	−5,349
4	YM	−14,512
5	Circus Magazine	−68,129
6	Boys' Life	n/a
7	Highlights for Children	n/a
8	Natl. Geographic World	n/a
	Total	**−63,564**

% Chg. News. Revenue

	1985 vs. 1984	%
1	'Teen	5.7
2	Sesame Street	3.1
3	Seventeen	1.7
4	Circus Magazine	−16.0
5	YM	−16.8
6	Natl. Geographic World	n/a
7	Highlights for Children	n/a
8	Boys' Life	n/a

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Published: 10x-subscription, 12x-newsstand

Editorial Description: Sesame Street Magazine is designed to help three to five year olds make the transition from home to school by teaching basic cognitive skills and affective behavior through the medium of print. The magazine format also provides practice in eye-hand and fine motor coordination skills with features that ask children to draw, write, cut, tape, match and color. The cognitive and affective goals fall into these major categories: the child, the child's social world, the child's physical world, concept development, oral language development, written language, and number concepts.

Member: ABC

Primary SRDS Classification No. C-51

Seventeen

Triangle Communications, Inc.
850 Third Avenue
New York, NY 10022
(212) 759-8100
Year founded: 1944
Published: Monthly

Editorial Description: Seventeen is a general service magazine edited to inform and entertain America's young women. Articles, features, fiction and graphics deal with a wide range of themes: relationships with boys; coping with problems at school; the changing social and sexual realities of today's teens; family life in the eighties, etc. Regular monthly departments highlight beauty, fashion, decorating, and food. Monthly columns include Relating (where reader questions are answered); Sex and Your Body (covering reproductive health issues); You said it! (featuring poetry and short prose written by our readers); Mini Mag (a monthly eight-page section of short news and feature articles); and Entertainment (with an emphasis on movies, records, TV and personalities).

Member: ABC

Primary SRDS Classification No. C-49

'Teen

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 854-2222
Year founded: 1957
Published: Monthly

Editorial Description: 'Teen is a publication for active, involved 12- to 19-year-old girls. Approximately half the editorial package focuses on fashion, beauty and grooming for young women, including information on diet, exercise, current fashion trends and season-by-season beauty care. The balance of editorial material deals with topics of current concern to young people—sexuality, emotions, boy-girl relationships, health, mental and physical development, career and educational guidance and popular entertainment. Special features include advice columns—"Dear Jill," "Dear Jack," "Dear Doctor," "Dear Beauty Editor"—as well as fiction, poetry, Hollywood gossip, motion picture and TV fan information, 'Teen Tested Topics.

Member: ABC

Primary SRDS Classification No. C-49

YM

(formerly Young Miss)

Gruner + Jahr USA Publishing
685 Third Avenue
New York, NY 10017
(212) 878-8700
Year founded: 1945
Published: 10x per year

Editorial Description: Young Miss offers help and guidance to young girls between the ages of 12 to 17. Its editorial aim is to help the individual realize her own potential in the crucial life-forming teenage years, to open up her mind to the variety of options she has, to help her achieve a sense of self-confidence and self-achievement. Beauty and fashion are vital to the young girl, of course, but Young Miss does not dictate. It helps her choose the beauty and fashion look that best suits her. It explores career and educational opportunities, advises her on how to better get along with her peers and parents. Young Miss is designed to be fun, to be helpful, to be exciting and, above all, to be considered as a trusted friend.

Member: ABC

Primary SRDS Classification No. C-49

Figures are Folio estimates for the calendar year 1985.

Circulation revenue growth outpaces ads

Business publications overview

Revenue is also the name of the game for the 135 FOLIO:400 business magazines. Despite a slight dip in circulation and three fewer business publications among this year's 400, total revenue for the group still grew 1% in 1985 to a record $1.6 billion.

Ad revenue for the group expanded 4% to $1.4 billion. Advertising is the source of 88% of total revenue for the business books, compared to only 54% for the consumer magazines. Ad pages for these 135 magazines were up 1% from 1984.

Although circulation revenue accounts for only 12% of the business magazines' total, it surged ahead 9% to $193 million. Paid subscriptions accounted for nearly all of the total, reaching $189 million and growing 9% versus 1984. Newsstand dollars, only 0.3% of the business magazines total at slightly over $4 million, grew a significant 15%.

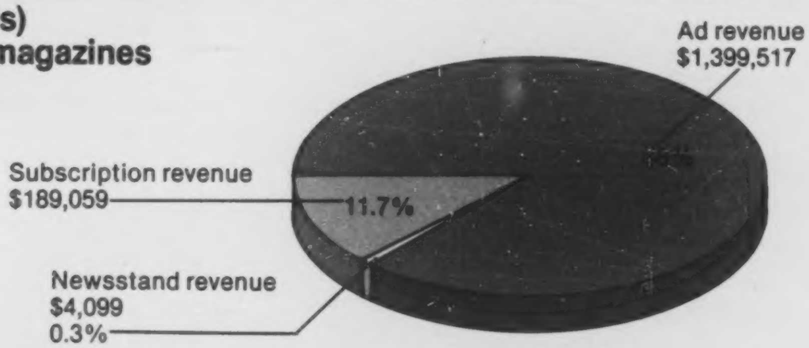
Total average circulation for the 135 FOLIO:400 business magazines dropped 1% versus 1985. A big factor in this decline was a 4% drop in controlled, which accounts for 45% of the total. Subscription circulation, which accounts for 54% of the total, was up 1%, while newsstand circ climbed 21%, paralleling the rise in newsstand revenue.

Great performances

Although we did not see quite the same level of growth among our business magazines as we did for the consumer publications, there were

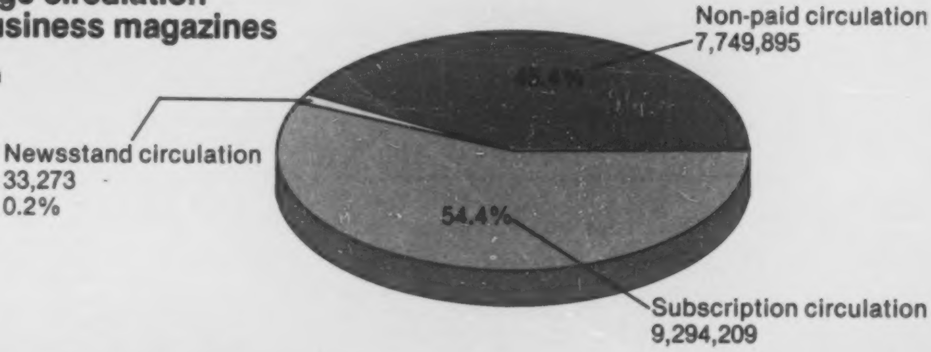
1985 Total revenue ($000s)
135 Folio:400 business magazines

Total revenue
$1,592,675



1985 Total average circulation
135 Folio:400 business magazines

Total avg. circulation
17,077,377



Figures are FOLIO estimates for the calendar year 1985.

many performances of note. Perhaps first and foremost are the top three business magazines among The FOLIO:400. Retaining its title as the richest of these specialized publications is *Computerworld*, whose $54 million earned it a 45th place among The 400. Runner-up *PC Week* is the second largest business book, ranking 62nd with just under $41 million in total revenue. Third among these is *Women's Wear Daily*, placing 67th with $38 million.

Looking at total revenue growth, the leader among our 135 business magazines is *Adweek*, enjoying a 25% boost in 1985 over 1984. Right behind with just under 24% growth is *InformationWeek*. *Electronic Engineering Times* took the bronze medal in this overall measurement with nearly a 23% revenue hike.

Agency and client favorites—Business publications

Modern Salon's 26% rise in ad revenue gave it the fastest growth rate in that measurement. *Adweek* was second, up 25%, and *Chronicle of Higher Education*, also up 25%, was third by a nose. In ad pages, however, it was a different finish, with *InformationWeek* leading the pack, up 24% versus 1984. Finishing second was *Modern Plastics*, up 21% while *Nation's Restaurant News*'s 20% growth earned it the third best ad page performance.

Looking at absolute advertising revenue growth, *Adweek* was again first with $3.8 million more ad revenues than in 1984. Second was *Restaurants & Institutions*' $3.7 million bump. A $3.5 million increase gave *Electronic Engineering Times* the third best net growth among business books. In absolute ad page growth, the *Journal of the AMA* enjoyed the most new business, adding 543 ad pages between its 1985 covers. *Nation's Restaurant News* added 506 ad pages, while *Electronic Engineering Times* rounded out the threesome with a 489 ad-page windfall.

Readers' favorites—Business publications

Enjoying the investment boom, *Institutional Investor* found favor among new readers, pushing its total average circulation up 22% over the 1984 level, the biggest percent increase among all FOLIO:400 business publications. The second largest increase goes to *Restaurant Hospitality*, up just over 21%. Third is *MIS Week*, whose total circulation jumped over 15%.

In terms of subscription growth, it's *National Home Center News* in front, enjoying a whopping 41% increase in 1985. *Adweek*'s 24% hike in subs earned it the second-best growth, and *Modern Healthcare* was third, up 16% from a year ago. Looking at subscription revenue growth, *Modern Healthcare* was on top this time with growth of 73%, while *National Home Center News*'s 69% hike placed it second. Finishing third among all FOLIO:400 business publications was *The Office*, with sub revenues up 28% versus 1984.

From an absolute growth standpoint, the circulation picture looks slightly different. Tops in total average circulation growth is *Real Estate Today*, with just over 49,000 new copies. *Restaurant Hospitality*'s additional 20,000 copies is the second highest for a business publication, and *Institutional Investor*'s 17,000 is third.

Real Estate Today also experienced the largest absolute growth in subscriptions, up over 49,000 copies in 1985. *Journal of the AMA* added over 11,000 copies and *Adweek* sold better than 9,000 more.

1985 performance composite—135 Folio:400 business magazines

		1985 (% of total)	1984 (% of total)	Index
Revenues ($millions)	Total revenue	1,593 (100)	1,526 (100)	101
	Ad revenue	1,400 (88)	1,349 (88.2)	104
	Subscription revenue	189 (11.7)	173 (11.6)	109
	Newsstand revenue	5 (0.3)	4 (0.2)	115
Ad pages		272,195 (100)	284,627 (100)	101
Circulation (thousands of copies)	Total average circulation	17,077 (100)	17,283 (100)	99
	Total average subscription circ.	9,294 (54.4)	9,163 (53.0)	101
	Total average newsstand circ.	33 (0.2)	28 (0.2)	121
	Total average controlled circ.	7,750 (45.4)	8,092 (46.8)	96

Figures are FOLIO estimates for the calendar year 1985.

TOP 25 BUSINESS MAGAZINES

Total Revenue

Rank 1985	Magazine Name	1985 Total Revenue ($000) (ad rev. + circ. rev.)	% Chg. '84/'85
1	Computerworld	54,256	−1.9
2	PC Week	40,700	ne
3	Women's Wear Daily	37,734	5.8
4	Restaurants & Insts.	34,182	12.1
5	Avn. Week & Space Tech.	34,151	10.6
6	Farm Journal	32,171	−6.5
7	Advertising Age	30,969	2.9
8	Institutional Investor	27,686	15.1
9	EDN	26,900	4.1
10	Electronic Design	26,000	−6.3
11	New England Jour. of Med.	24,693	2.1
12	Design News	23,053	5.4
13	Electronic News	22,933	−16.5
14	Adweek	21,193	24.9
15	Medical Economics	20,225	−6.0
16	Journal of the AMA	19,947	16.5
17	American Banker	19,828	8.7
18	Datamation	19,699	3.8
19	Electronic Engin. Times	19,000	22.6
20	Progressive Farmer	18,800	6.3
21	Nation's Restaurant News	18,749	19.3
22	Machine Design	17,919	−0.3
23	Successful Farming	17,794	−9.1
24	Daily News Record	16,800	−4.1
25	HFD	16,088	10.8

Advertising Revenue

Rank 1985	Magazine Name	1985 Advertising Revenue ($000)	% Chg. '84/'85
1	Computerworld	49,300	−1.7
2	PC Week	40,700	ne
3	Restaurants & Insts.	34,182	12.1
4	Women's Wear Daily	33,631	4.3
5	Avn. Week & Space Tech.	27,387	11.3
6	EDN	26,900	4.1
7	Advertising Age	26,213	2.4
8	Electronic Design	26,000	−6.3
9	Institutional Investor	25,847	15.2
10	Farm Journal	24,448	−8.1
11	Design News	23,053	5.4
12	Electronic News	20,568	−19.0
13	Datamation	19,699	3.8
14	Medical Economics	19,485	−6.2
15	Electronic Engin. Times	19,000	22.6
16	Adweek	18,823	25.1
17	Journal of the AMA	18,518	17.4
18	Machine Design	17,919	−0.3
19	Nation's Restaurant News	17,405	20.1
20	Daily News Record	15,478	−5.5
21	HFD	15,333	10.9
22	Restaurant Business	14,691	10.4
23	New England Jour. of Med.	14,670	4.8
24	Successful Farming	14,177	−10.6
25	Electronic Buyers' News	14,000	−9.1

Subscription Revenue

Rank 1985	Magazine Name	1985 Subscription Revenue ($000)	% Chg. '84/'85
1	Real Estate Today	13,004	8.0
2	American Banker	10,635	22.3
3	New England Jour. of Med.	10,023	−1.5
4	Farm Journal	7,723	−1.1
5	Nursing85	7,543	−1.1
6	Avn. Week & Space Tech.	6,764	7.7
7	Progressive Farmer	5,160	7.4
8	Journal of Accountancy	5,051	−2.4
9	Computerworld	4,956	−3.5
10	Billboard	4,754	8.1
11	Science	4,672	8.1
12	RN	4,610	−10.0
13	Advertising Age	4,532	9.8
14	Amer. Journal of Nursing	4,336	−1.9
15	Annals of Internal Med.	4,005	−1.6
16	Women's Wear Daily	3,756	18.6
17	Engineering News-Record	3,721	6.1
18	Successful Farming	3,617	−2.8
19	AOPA Pilot	3,158	−1.6
20	Builder	3,151	13.0
21	Instructor	3,142	−4.0
22	Chronicle of Higher Ed.	3,024	6.6
23	Publishers Weekly	2,837	9.7
24	Air Force Magazine	2,830	ne
25	Electronics	2,616	17.9

Advertising Pages

Rank 1985	Magazine Name	1985 Ad Pages	% Chg. '84/'85
1	Travel Agent	6,954	−14.5
2	Women's Wear Daily	6,526	−6.4
3	EDN	5,659	−7.2
4	Electronic Design	5,155	−16.8
5	Computerworld	5,154	−18.8
6	PC Week	5,103	ne
7	Design News	4,968	0.4
8	New England Jour. of Med.	4,507	−5.1
9	Restaurants & Insts.	4,480	2.7
10	Journal of the AMA	4,039	15.5
11	Electronic Buyers' News	3,914	−12.6
12	Telephony	3,865	−7.6
13	Avn. Week & Space Tech.	3,861	5.0
14	Computer Reseller News	3,738	2.2
15	Machine Design	3,737	−6.3
16	Electronic Engin. Times	3,721	15.1
17	HFD	3,604	2.9
18	Advertising Age	3,569	−5.1
19	Broadcasting	3,568	ne
20	Medical Economics	3,397	−14.2
21	Electronic News	3,360	−26.4
22	Oil & Gas Journal	3,323	−14.5
23	Interior Design	3,121	−5.1
24	Nation's Restaurant News	3,027	20.1
25	Restaurant Business	3,020	4.8

ne = not estimated

Figures are Folio estimates for the calendar year 1985.

FOLIO:400/175

TOP 25 BUSINESS MAGAZINES

Net Change in Ad Revenue vs. '84

Rank 1985	Magazine Name	Net Change '84/'85 ($000)	1985 Ad Rev. ($000)
1	Adweek	3,778	18,823
2	Restaurants & Insts.	3,692	34,182
3	Electronic Engin. Times	3,500	19,000
4	Institutional Investor	3,409	25,847
5	Nation's Restaurant News	2,909	17,405
6	Avn. Week & Space Tech.	2,787	27,387
7	Journal of the AMA	2,739	18,518
8	Automotive News	2,382	13,287
9	New Equipment Digest	1,907	12,609
10	Chronicle of Higher Ed.	1,747	8,733
11	InformationWeek	1,600	8,400
12	HFD	1,510	15,333
13	Modern Plastics	1,494	8,049
14	MIS Week	1,460	10,050
15	Modern Salon	1,418	6,910
16	Science	1,409	9,814
17	Data Communications	1,398	8,866
18	Women's Wear Daily	1,392	33,631
19	Restaurant Business	1,381	14,691
20	Mod. Materials Handling	1,345	8,545
21	Postgraduate Medicine	1,230	7,845
22	Professional Builder	1,222	11,507
23	Computer Reseller News	1,200	12,900
24	Design News	1,185	23,053
25	Bakery Prod. & Marketing	1,177	7,423

Net Change in Ad Pages vs. '84

Rank 1985	Magazine Name	Net Chg. '84/'85	1985 Ad Pages
1	Journal of the AMA	543	4,039
2	Nation's Restaurant News	506	3,027
3	Electronic Engin. Times	489	3,721
4	Chronicle of Higher Ed.	360	2,637
5	Automotive News	279	2,664
6	InformationWeek	263	1,355
7	Modern Plastics	262	1,502
8	Mod. Materials Handling	235	1,942
9	Modern Healthcare	214	1,980
10	Successful Meetings	214	1,619
11	Bakery Prod. & Marketing	199	2,454
12	Plastics Technology	187	1,353
13	Avn. Week & Space Tech.	184	3,861
14	Adweek	184	2,481
15	Institutional Distrib.	180	1,701
16	Modern Salon	170	1,131
17	Postgraduate Medicine	168	2,135
18	Discount Store News	161	1,217
19	Chemical Processing	146	1,577
20	Data Communications	141	2,261
21	Restaurant Business	138	3,020
22	Professional Builder	126	1,761
23	Restaurants & Insts.	118	4,480
24	Graphic Arts Monthly	115	2,091
25	HFD	103	3,604

Avg. Editorial Pages per Copy

Rank 1985	Magazine Name	1985 Avg. Edit. Pages/Copy
1	Annals of Internal Med.	200
2	Control Engineering	191
3	Interior Design	153
4	Diversion	147
5	Data Communications	140
6	Amer. Family Physician	139
7	Physician's Management	137
8	Restaurants & Insts.	135
9	Successful Meetings	130
10	Gifts & Decor. Access.	130
11	EDN	128
12	Postgraduate Medicine	119
13	Plastics Technology	111
14	ABA Journal	108
15	Institutional Investor	108
16	Electronic Packaging & Prod.	108
17	Modern Plastics	106
18	Air Force Magazine	106
19	Bldg. Supply Home Centers	104
20	Electronic Design	103
21	Meetings & Conventions	100
22	Design News	99
23	Fleet Owner/Big Fleet	99
24	Computer Reseller News	98
25	American Machinist	97

Average Ad Pages per Copy

Rank 1985	Magazine Name	1985 Avg. Ad Pages/Copy
1	Interior Design	240
2	EDN	202
3	Bakery Prod. & Marketing	189
4	Gifts & Decor. Access.	177
5	Restaurants & Insts.	172
6	Electronic Design	172
7	Design News	171
8	Physician's Management	170
9	Amer. Family Physician	168
10	Restaurant Business	168
11	Data Communications	162
12	Graphic Arts Monthly	161
13	Annals of Internal Med.	155
14	Diversion	149
15	Institutional Investor	149
16	Bldg. Supply Home Centers	146
17	Electronic Packaging & Prod.	144
18	Institutional Distrib.	142
19	MD Magazine	140
20	Successful Meetings	135
21	American Printer	135
22	Postgraduate Medicine	133
23	Medical Economics	131
24	Mod. Materials Handling	129
25	Machine Design	129

Figures are FOLIO estimates for the calendar year 1985.

TOP 25 BUSINESS MAGAZINES

Average Circulation

Rank 1985	Magazine Name	1985 Average Circulation	% Chg. '84/'85
1	Farm Journal	860,968	−7.0
2	Real Estate Today	668,037	8.0
3	Successful Farming	626,251	−5.2
4	Progressive Farmer	553,121	−2.9
5	Nursing85	485,040	−5.1
6	ABA Journal	344,031	1.7
7	Journal of the AMA	338,304	5.1
8	American Medical News	328,547	4.7
9	Amer. Journal of Nursing	300,088	−4.9
10	Journal of Accountancy	277,757	1.7
11	RN	277,526	−15.3
12	AOPA Pilot	263,185	−1.6
13	Instructor	255,556	1.4
14	Air Force Magazine	233,613	ne
15	New England Jour. of Med.	214,629	0.6
16	Industrial Equip. News	207,005	2.3
17	New Equipment Digest	205,054	0.9
18	Med. Asp. of Human Sex.	187,849	1.0
19	Builder	186,915	4.1
20	Hospital Practice	182,465	1.1
21	Diversion	176,251	−0.5
22	Computer Decisions	175,129	4.5
23	Hoard's Dairyman	173,773	−6.5
24	Medical Economics	173,427	0.3
25	Machine Design	171,655	2.9

Net Change in Avg. Circ. vs. '84

Rank 1985	Magazine Name	Net Chg. '84/'85	1985 Avg. Circulation
1	Real Estate Today	49,259	668,037
2	Restaurant Hospitality	19,861	115,059
3	Institutional Investor	16,939	95,130
4	MIS Week	16,603	125,202
5	Journal of the AMA	16,507	338,304
6	Electronic Design	15,398	128,184
7	American Medical News	14,633	328,547
8	Mini-Micro Systems	12,785	134,785
9	Datamation	9,556	158,434
10	Plant Engineering	8,848	113,872
11	Computer Decisions	7,518	175,129
12	Builder	7,400	186,915
13	Computer Design	6,341	98,490
14	Electronic Engin. Times	6,099	109,159
15	Electronic Business	5,897	56,637
16	Sales & Marketing Mgmt.	5,840	47,984
17	Adweek	5,837	60,797
18	Nation's Restaurant News	5,757	79,617
19	ABA Journal	5,656	344,031
20	Architecture	5,452	59,462
21	Office	5,451	159,493
22	Research & Development	5,346	118,438
23	Control Engineering	5,025	92,451
24	American Machinist	4,972	67,458
25	Machine Design	4,818	171,655

Avg. Subscription Circulation

Rank 1985	Magazine Name	1985 Average Subscription Circ.	% Chg. '84/'85
1	Farm Journal	860,968	−7.0
2	Real Estate Today	666,881	8.0
3	Progressive Farmer	553,121	−2.9
4	Successful Farming	514,203	−6.3
5	Nursing85	485,040	−5.1
6	ABA Journal	317,302	−2.4
7	Amer. Journal of Nursing	300,088	−4.9
8	Journal of Accountancy	277,757	1.7
9	RN	277,526	−15.3
10	AOPA Pilot	263,185	−1.6
11	Instructor	255,556	1.4
12	Journal of the AMA	252,490	4.7
13	American Medical News	231,906	3.9
14	New England Jour. of Med.	213,253	0.6
15	Air Force Magazine	205,329	ne
16	Builder	178,909	5.2
17	Hoard's Dairyman	173,773	−6.5
18	Prairie Farmer	164,254	−10.2
19	Science	155,724	0.9
20	Avn. Week & Space Tech.	141,897	1.2
21	Farmer	135,858	−5.8
22	Computerworld	126,832	1.0
23	Chemical & Engin. News	126,687	−0.2
24	Motor	125,707	0.3
25	Modern Salon	107,547	5.7

Net Chg. in Avg. Sub. Circ. vs. '84

Rank 1985	Magazine Name	Net Chg. '84/'85	1985 Avg. Sub. Circ.
1	Real Estate Today	49,185	666,881
2	Journal of the AMA	11,306	252,490
3	Adweek	9,111	47,272
4	Builder	8,797	178,909
5	American Medical News	8,730	231,906
6	Nation's Restaurant News	7,206	77,949
7	Modern Salon	5,841	107,547
8	Sales & Marketing Mgmt.	5,840	47,984
9	Architecture	5,770	50,230
10	Journal of Accountancy	4,671	277,757
11	Advertising Age	4,249	85,982
12	Data Communications	3,681	39,683
13	Instructor	3,609	255,556
14	Travel Agent	3,018	33,034
15	Interior Design	2,487	45,225
16	Automotive News	2,125	63,358
17	Business Insurance	1,757	30,833
18	Modern Healthcare	1,753	13,075
19	Avn. Week & Space Tech.	1,750	141,897
20	Electronic Business	1,357	1,357
21	Science	1,355	155,724
22	Women's Wear Daily	1,344	62,743
23	Computerworld	1,314	126,832
24	Daily News Record	1,283	24,034
25	Chronicle of Higher Ed.	1,251	72,194

ne = not estimated

Figures are FOLIO estimates for the calendar year 1985.

FASTEST GROWING BUSINESS MAGAZINES BY TOTAL REVENUE

Overall

(All divisions)		% Chg. '84/'85	Total Rev. ($000)
1	Adweek	24.9	21,193
2	InformationWeek	23.5	8,400
3	Electronic Engin. Times	22.6	19,000
4	Modern Salon	21.7	8,483
5	Modern Healthcare	21.1	8,905
6	Automotive News	21.0	16,084
7	Modern Plastics	20.6	9,492
8	Chronicle of Higher Ed.	19.7	11,757
9	Data Communications	19.5	10,012
10	Nation's Restaurant News	19.3	18,749

Division Two

($7 - $10 mil. total revenue)		% Chg. '84/'85	Total Rev. ($000)
1	InformationWeek	23.5	8,400
2	Modern Salon	21.7	8,483
3	Modern Healthcare	21.1	8,905
4	Modern Plastics	20.6	9,492
5	Bakery Prod. & Marketing	18.8	7,423
6	Mod. Materials Handling	18.7	8,545
7	Postgraduate Medicine	18.6	7,845
8	Discount Store News	17.3	7,825
9	Institutional Distrib.	16.9	7,104
10	Natl. Home Center News	15.9	7,282

Division One

(Over $10 mil. total revenue)		% Chg. '84/'85	Total Rev. ($000)
1	Adweek	24.9	21,193
2	Electronic Engin. Times	22.6	19,000
3	Automotive News	21.0	16,084
4	Chronicle of Higher Ed.	19.7	11,757
5	Data Communications	19.5	10,012
6	Nation's Restaurant News	19.3	18,749
7	New Equipment Digest	17.8	12,609
8	MIS Week	17.0	10,050
9	Journal of the AMA	16.5	19,947
10	Institutional Investor	15.1	27,686

Division Three

($10 - $15 mil. total revenue)		% Chg. '84/'85	Total Rev. ($000)
1	Bldg. Design & Constr.	15.8	6,210
2	Consumer Electr. Monthly	14.4	5,791
3	Motor	14.3	5,879
4	Plastics Technology	13.6	5,750
5	Heavy Duty Trucking	13.0	5,997
6	Pensions & Investment Age	11.8	6,996
7	Architecture	11.6	5,742
8	Chemical Processing	10.6	5,981
9	American Machinist	8.8	6,020
10	Emergency Medicine	8.2	6,045

FASTEST GROWING BUSINESS MAGAZINES BY ADVERTISING REVENUE

Overall

(All divisions)		% Chg. '84/'85	Ad Rev. ($000)
1	Modern Salon	25.8	6,910
2	Adweek	25.1	18,823
3	Chronicle of Higher Ed.	25.0	8,733
4	InformationWeek	23.5	8,400
5	Modern Plastics	22.8	8,049
6	Electronic Engin. Times	22.6	19,000
7	Automotive News	21.8	13,287
8	Nation's Restaurant News	20.1	17,405
9	Motor	19.5	4,371
10	Bakery Prod. & Marketing	18.8	7,423

Division Two

($7 - $10 mil. total revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	Modern Salon	25.8	6,910
2	InformationWeek	23.5	8,400
3	Modern Plastics	22.8	8,049
4	Bakery Prod. & Marketing	18.8	7,423
5	Mod. Materials Handling	18.7	8,545
6	Postgraduate Medicine	18.6	7,845
7	Discount Store News	17.6	7,600
8	Institutional Distrib.	16.9	7,104
9	Modern Healthcare	16.8	7,924
10	Graphic Arts Monthly	15.5	8,200

Division One

(Over $10 mil. total revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	Adweek	25.1	18,823
2	Chronicle of Higher Ed.	25.0	8,733
3	Electronic Engin. Times	22.6	19,000
4	Automotive News	21.8	13,287
5	Nation's Restaurant News	20.1	17,405
6	Data Communications	18.7	8,866
7	New Equipment Digest	17.8	12,609
8	Journal of the AMA	17.4	18,518
9	MIS Week	17.0	10,050
10	Science	16.8	9,814

Division Three

(Less than $7 mil. total revenue)		% Chg. '84/'85	Ad Rev. ($000)
1	Motor	19.5	4,371
2	Bldg. Design & Constr.	15.8	6,210
3	Consumer Electr. Monthly	14.4	5,791
4	Plastics Technology	13.6	5,750
5	Heavy Duty Trucking	13.0	5,997
6	Pensions & Investment Age	11.7	6,182
7	Architecture	11.1	4,892
8	Chemical Processing	10.6	5,981
9	American Machinist	8.8	6,020
10	AOPA Pilot	8.4	3,701

Figures are FOLIO estimates for the calendar year 1985.

FASTEST GROWING BUSINESS MAGAZINES BY SUBSCRIPTION REVENUE

Overall

(All divisions)		% Chg. '84/'85	Sub Rev. ($000)
1	Modern Healthcare	73.3	981
2	Natl. Home Center News	69.1	103
3	Office	28.1	133
4	Data Communications	25.7	1,146
5	American Banker	22.3	10,635
6	Adweek	21.8	2,222
7	Women's Wear Daily	18.6	3,756
8	Electronics	17.9	2,816
9	Automotive News	17.0	2,797
10	Hospitals	16.9	265

Division One

(Over $10 mil. total revenue)		% Chg. '84/'85	Sub Rev. ($000)
1	Data Communications	25.7	1,146
2	American Banker	22.3	10,635
3	Adweek	21.8	2,222
4	Women's Wear Daily	18.6	3,756
5	Electronics	17.9	2,816
6	Automotive News	17.0	2,797
7	Daily News Record	16.2	1,322
8	Institutional Investor	14.0	1,839
9	Electronic News	13.9	2,365
10	Builder	13.0	3,151

Division Two

($7 - $10 mil. total revenue)		% Chg. '84/'85	Sub Rev. ($000)
1	Modern Healthcare	73.3	981
2	Natl. Home Center News	69.1	103
3	Hospitals	16.9	265
4	Sales & Marketing Mgmt.	14.5	1,716
5	Chemical & Engin. News	9.8	2,787
6	Publishers Weekly	9.7	2,837
7	Hoard's Dairyman	9.5	1,279
8	Modern Plastics	9.4	1,442
9	Chemical Week	9.2	1,540
10	Discount Store News	7.6	225

Division Three

(Less than $7 mil. total revenue)		% Chg. '84/'85	Sub Rev. ($000)
1	Office	28.1	133
2	Architecture	14.6	850
3	Pensions & Investment Age	12.2	814
4	Telephone Eng. & Mgmt.	4.4	387
5	Farmer	2.7	914
6	Chemical Mktg. Reporter	2.2	892
7	High Plains Journal	2.2	1,148
8	Motor	1.4	1,508
9	Gifts & Decor. Access.	1.3	782
10	AOPA Pilot	– 1.6	3,158

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FASTEST GROWING BUSINESS MAGAZINES BY ADVERTISING PAGES

Overall

(All divisions)		% Chg. '84/'85	Ad Pages
1	InformationWeek	24.1	1,355
2	Modern Plastics	21.1	1,502
3	Nation's Restaurant News	20.1	3,027
4	Modern Salon	17.7	1,131
5	Plastics Technology	16.0	1,353
6	Chronicle of Higher Ed.	15.8	2,637
7	Journal of the AMA	15.5	4,039
8	Discount Store News	15.2	1,217
9	Successful Meetings	15.2	1,619
10	Electronic Engin. Times	15.1	3,721

Division One

(Over $10 mil. total revenue)		% Chg. '84/'85	Ad Pages
1	Nation's Restaurant News	20.1	3,027
2	Chronicle of Higher Ed.	15.8	2,637
3	Journal of the AMA	15.5	4,039
4	Electronic Engin. Times	15.1	3,721
5	Automotive News	11.7	2,664
6	Adweek	8.0	2,481
7	Professional Builder	7.7	1,761
8	New Equipment Digest	6.8	1,095
9	Data Communications	6.7	2,261
10	Science	5.7	1,828

Division Two

($7 - $10 mil. total revenue)		% Chg. '84/'85	Ad Pages
1	InformationWeek	24.1	1,355
2	Modern Plastics	21.1	1,502
3	Modern Salon	17.7	1,131
4	Discount Store News	15.2	1,217
5	Successful Meetings	15.2	1,619
6	Mod. Materials Handling	13.8	1,942
7	Modern Healthcare	12.1	1,980
8	Institutional Distrib.	11.8	1,701
9	Bakery Prod. & Marketing	8.8	2,454
10	Postgraduate Medicine	8.5	2,135

Division Three

(Less than $7 mil. total revenue)		% Chg. '84/'85	Ad Pages
1	Plastics Technology	16.0	1,353
2	Motor	12.8	653
3	Chemical Processing	10.2	1,577
4	Consumer Electr. Monthly	9.0	1,025
5	MD Magazine	4.2	1,682
6	Physician's Management	3.7	2,205
7	Bldg. Supply Home Centers	2.3	1,752
8	American Machinist	2.1	1,439
9	Heavy Duty Trucking	1.9	1,155
10	Bldg. Design & Constr.	1.8	1,174

Figures are FOLIO estimates for the calendar year 1985.

FASTEST GROWING BUSINESS MAGAZINES BY AVERAGE CIRCULATION

Overall

(All divisions)		% Chg. '84/'85	Average Circ.
1	Institutional Investor	21.7	95,130
2	Restaurant Hospitality	20.9	115,059
3	MIS Week	15.3	125,202
4	Sales & Marketing Mgmt.	13.9	47,984
5	Electronic Design	13.7	128,184
6	Travel Agent	12.7	38,526
7	Electronic Business	11.6	56,637
8	Adweek	10.6	60,797
9	Data Communications	10.5	45,362
10	Mini-Micro Systems	10.5	134,785

Division One

(Over $10 mil. total revenue)		% Chg. '84/'85	Average Circ.
1	Institutional Investor	21.7	95,130
2	MIS Week	15.3	125,202
3	Electronic Design	13.7	128,184
4	Travel Agent	12.7	38,526
5	Adweek	10.6	60,797
6	Data Communications	10.5	45,362
7	Computer Reseller News	9.3	42,514
8	Real Estate Today	8.0	668,037
9	Computer Systems News	7.8	61,856
10	Nation's Restaurant News	7.8	79,617

Division Two

($7 - $10 mil. total revenue)		% Chg. '84/'85	Average Circ.
1	Restaurant Hospitality	20.9	115,059
2	Sales & Marketing Mgmt.	13.9	47,984
3	Electronic Business	11.6	56,637
4	Mini-Micro Systems	10.5	134,785
5	Plant Engineering	8.4	113,872
6	Institutional Distrib.	7.6	33,997
7	Computer Design	6.9	98,490
8	Control Engineering	5.7	92,451
9	Research & Development	4.7	118,438
10	Natl. Home Center News	4.2	34,161

Division Three

(Less than $7 mil. total revenue)		% Chg. '84/'85	Average Circ.
1	Architecture	10.1	59,462
2	American Machinist	8.0	67,458
3	Pensions & Investment Age	7.2	40,280
4	Telephone Eng. & Mgmt.	7.0	39,100
5	Bldg. Supply Home Centers	4.8	38,022
6	Bldg. Design & Constr.	4.0	70,467
7	Office	3.5	159,493
8	Electronic Packaging & Prod.	3.1	45,692
9	Modern Office Tech.	1.9	153,692
10	Heavy Duty Trucking	1.8	97,086

FASTEST GROWING BUSINESS MAGAZINES BY AVG. SUBSCRIPTION CIRCULATION

Overall

(All divisions)		% Chg. '84/'85	Average Sub. Circ.
1	Natl. Home Center News	40.6	4,312
2	Adweek	23.9	47,272
3	Modern Healthcare	15.5	13,075
4	Sales & Marketing Mgmt.	13.9	47,984
5	Architecture	13.0	50,230
6	Data Communications	10.2	39,683
7	Nation's Restaurant News	10.2	77,949
8	Travel Agent	10.1	33,034
9	Real Estate Today	8.0	666,881
10	Business Insurance	6.0	30,833

Division One

(Over $10 mil. total revenue)		% Chg. '84/'85	Average Sub. Circ.
1	Adweek	23.9	47,272
2	Data Communications	10.2	39,683
3	Nation's Restaurant News	10.2	77,949
4	Travel Agent	10.1	33,034
5	Real Estate Today	8.0	666,881
6	Interior Design	5.8	45,225
7	Daily News Record	5.6	24,034
8	Advertising Age	5.2	85,982
9	Builder	5.2	178,909
10	Journal of the AMA	4.7	252,490

Division Two

($7 - $10 mil. total revenue)		% Chg. '84/'85	Average Sub. Circ.
1	Natl. Home Center News	40.6	4,312
2	Modern Healthcare	15.5	13,075
3	Sales & Marketing Mgmt.	13.9	47,984
4	Business Insurance	6.0	30,833
5	Modern Salon	5.7	107,547
6	Discount Store News	2.5	22,959
7	Hospitals	2.4	6,632
8	Journal of Accountancy	1.7	277,757
9	Instructor	1.4	255,556
10	EC&M	0.9	77,229

Division Three

(Less than $7 mil. total revenue)		% Chg. '84/'85	Average Sub. Circ.
1	Architecture	13.0	50,230
2	Telephone Eng. & Mgmt.	4.5	16,144
3	Gifts & Decor. Access.	0.6	32,846
4	High Plains Journal	0.5	56,065
5	Pensions & Investment Age	0.5	12,143
6	Motor	0.3	125,707
7	Chemical Mktg. Reporter	−0.1	15,943
8	AOPA Pilot	−1.6	263,185
9	Office	−4.3	3,330
10	Farmer	−5.8	135,858

Figures are Folio estimates for the calendar year 1985.

APPAREL

Ad Pages

1	Women's Wear Daily	6,526
2	Daily News Record	2,992
	Total	**9,518**

% Chg. Ad Pages

1985 vs. 1984		%
1	Women's Wear Daily	−6.4
2	Daily News Record	−14.2

Net Chg. Ad Pages

1985 vs. 1984		
1	Women's Wear Daily	−446
2	Daily News Record	−495
	Total	**−941**

Avg. Ad Pages/Copy

1	Women's Wear Daily	26
2	Daily News Record	12

Ad Revenue

		$000
1	Women's Wear Daily	33,631
2	Daily News Record	15,478
	Total	**49,109**

% Chg. Ad Revenue

1985 vs. 1984		%
1	Women's Wear Daily	4.3
2	Daily News Record	−5.5

Net Chg. Ad Revenue

1985 vs. 1984		$000
1	Women's Wear Daily	1,392
2	Daily News Record	−895
	Total	**497**

Avg. Edit. Pages/Copy

1	Women's Wear Daily	21
2	Daily News Record	13

Average Circulation

1	Women's Wear Daily	64,581
2	Daily News Record	24,034
	Total	**88,615**

% Chg. Avg. Circ.

1985 vs. 1984		%
1	Daily News Record	5.6
2	Women's Wear Daily	1.9

Net Chg. Avg. Circ.

1985 vs. 1984		
1	Daily News Record	1,283
2	Women's Wear Daily	1,230
	Total	**2,513**

Avg. Total Pages/Copy

ad pages + edit. pages		
1	Women's Wear Daily	47
2	Daily News Record	25

Total Revenue

ad rev. + circ. rev.		$000
1	Women's Wear Daily	37,734
2	Daily News Record	16,800
	Total	**54,534**

% Chg. Total Revenue

1985 vs. 1984		%
1	Women's Wear Daily	5.8
2	Daily News Record	−4.1

Subscription Revenue

		$000
1	Women's Wear Daily	3,756
2	Daily News Record	1,322
	Total	**5,078**

% Chg. Sub. Revenue

1985 vs. 1984		%
1	Women's Wear Daily	18.6
2	Daily News Record	16.2

Avg. Subscription Circ.

1	Women's Wear Daily	62,743
2	Daily News Record	24,034
	Total	**86,777**

% Chg. Avg. Sub. Circ.

1985 vs. 1984		%
1	Daily News Record	5.6
2	Women's Wear Daily	2.2

Net Chg. Avg. Sub. Circ.

1985 vs. 1984		
1	Women's Wear Daily	1,344
2	Daily News Record	1,283
	Total	**2,627**

MAGAZINE PROFILES

Daily News Record

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4190
Year founded: 1893
Published: Daily (M-F)

Editorial Description: Daily News Record supplies retail fashion, product, merchandising and marketing news of men's and boys' wear. Coverage starts at the fiber producer level, and encompasses news of textile mills, clothing manufacturing, wholesaling and retailing.

Member: ABC
Primary SRDS Classification No. B-31

Women's Wear Daily

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4000
Year founded: 1910
Published: Daily (M-F)

Editorial Description: Women's Wear Daily reports on the business of fashion including women's and children's ready-to-wear, sportswear, innerwear, accessories, furs, legwear, and active sportswear, and on fiber and fabrics, cosmetics, fragrance and retail technology, to keep segments of the fast-changing fashion industry up-to-date. Regional issues, published 5 times a year each for Chicago, Atlanta, Dallas and California as well as WWD Germany twice a year, give coverage of regional shows to retailers who shop these markets.

Member: ABC
Primary SRDS Classification No. B-35A

Figures are FOLIO estimates for the calendar year 1985.

DATA MANAGEMENT

Ad Pages

1	Computerworld	5,154
2	PC Week	5,103
3	Datamation	2,756
4	Computer Systems News	2,368
5	Data Communications	2,261
6	Electronic Business	2,214
7	Computer + Software News	2,177
8	Computer Decisions	1,812
9	Mini-Micro Systems	1,677
10	CommunicationsWeek	1,607
11	Computer Design	1,542
12	MIS Week	1,468
13	Office	1,432
14	PC Tech Journal	1,376
15	InformationWeek	1,355
16	Modern Office Tech.	1,155
	Total	**35,457**

% Chg. Ad Pages

	1985 vs. 1984	%
1	InformationWeek	24.1
2	Data Communications	6.7
3	Electronic Business	–1.7
4	Computer Decisions	–1.9
5	MIS Week	–4.0
6	Datamation	–4.6
7	Modern Office Tech.	–11.7
8	Office	–14.8
9	Computerworld	–18.8
10	Computer Systems News	–19.0
11	Mini-Micro Systems	–30.5
12	Computer Design	–33.6
13	Computer + Software News	ne
14	CommunicationsWeek	ne
15	PC Tech Journal	ne
16	PC Week	ne

Net Chg. Ad Pages

	1985 vs. 1984	
1	InformationWeek	263
2	Data Communications	141
3	Computer Decisions	–35
4	Electronic Business	–38
5	MIS Week	–61
6	Datamation	–132
7	Modern Office Tech.	–153
8	Office	–249
9	Computer Systems News	–555
10	Mini-Micro Systems	–736
11	Computer Design	–782
12	Computerworld	–1,196
13	Computer + Software News	ne
14	CommunicationsWeek	ne
15	PC Tech Journal	ne
16	PC Week	ne
	Total	**–3,533**

Avg. Ad Pages/Copy

1	Data Communications	162
2	Office	119
3	Datamation	115
4	PC Tech Journal	115
5	Mini-Micro Systems	105
6	PC Week	100
7	Electronic Business	96
8	Modern Office Tech.	96
9	Computer Design	91
10	Computerworld	82
11	Computer Decisions	72
12	Computer Systems News	46
13	Computer + Software News	42
14	CommunicationsWeek	33
15	InformationWeek	29
16	MIS Week	29

Ad Revenue

		$000
1	Computerworld	49,300
2	PC Week	40,700
3	Datamation	19,699
4	Computer Decisions	13,366
5	Computer Systems News	12,650
6	MIS Week	10,050
7	Electronic Business	9,951
8	Mini-Micro Systems	9,638
9	CommunicationsWeek	9,271
10	Data Communications	8,866
11	InformationWeek	8,400
12	Computer Design	7,989
13	PC Tech Journal	6,000
14	Computer + Software News	6,000
15	Office	5,900
16	Modern Office Tech.	5,561
	Total	**223,341**

% Chg. Ad Revenue

	1985 vs. 1984	%
1	InformationWeek	23.5
2	Data Communications	18.7
3	MIS Week	17.0
4	Electronic Business	12.1
5	Datamation	3.8
6	Computer Decisions	3.1
7	Computerworld	–1.7
8	Modern Office Tech.	–2.1
9	Office	–7.7
10	Computer Systems News	–11.5
11	Computer Design	–26.0
12	Mini-Micro Systems	–27.0
13	CommunicationsWeek	ne
14	Computer + Software News	ne
15	PC Tech Journal	ne
16	PC Week	ne

Net Chg. Ad Revenue

	1985 vs. 1984	$000
1	InformationWeek	1,600
2	MIS Week	1,460
3	Data Communications	1,398
4	Electronic Business	1,071
5	Datamation	716
6	Computer Decisions	407
7	Modern Office Tech.	–118
8	Office	–495
9	Computerworld	–860
10	Computer Systems News	–1,650
11	Computer Design	–2,811
12	Mini-Micro Systems	–3,562
13	Computer + Software News	ne
14	CommunicationsWeek	ne
15	PC Tech Journal	ne
16	PC Week	ne
	Total	**–2,844**

Avg. Edit. Pages/Copy

1	Data Communications	140
2	Computer Design	97
3	PC Tech Journal	95
4	Office	91
5	Electronic Business	65
6	Mini-Micro Systems	60
7	Computer Decisions	60
8	Datamation	60
9	PC Week	55
10	Computerworld	42
11	InformationWeek	37
12	MIS Week	29
13	Computer + Software News	27
14	CommunicationsWeek	27
15	Computer Systems News	26
16	Modern Office Tech.	ne

▶

ne = not estimated

MAGAZINE PROFILES

CommunicationsWeek

CMP Publications, Inc.
600 Community Drive
Manhasset, NY 11030
(516) 365-4600
Year founded: 1984
Published: Weekly

Editorial Description: CommunicationsWeek covers the broad spectrum of people, products and services that comprise the new communications industry. CommunicationsWeek verifies the integrated activities of data and voice among telephone operating companies, manufacturers, interconnects, sophisticated end users, and common carriers whose concerns have merged to form a single dynamic discipline. CommunicationsWeek is a source of information covering news stories, the breaking news of the communications industry from the business-oriented viewpoint. CommunicationsWeek also has a wide variety of stories that provide a perspective on the events, issues and trends shaping the industry.

Member: BPA

Primary SRDS Classification No. B-142

Computer + Software News

Lebhar-Friedman, Inc.
425 Park Avenue
New York, NY 10022
(212) 371-9400
Year founded: 1983
Published: Weekly

Editorial Description: Computer + Software News is edited for retailers, dealers, value added resellers, consultants, system houses, distributors and marketers in the microcomputer marketplace, and includes news and feature articles on important events, issues and personalities in the industry. Departments include best-selling software and accessories, computer company stock analyses, new products, product support programs market research and others. The editorial emphasis is placed on weekly development, events, issues and people having impact on the marketing of personal computers for business and home applications.

Member: BPA

Primary SRDS Classification No. B-5A

Computer Decisions

Hayden Publishing Company, Inc.
10 Mulholland Drive
Hasbrouck Heights, NJ 07604
(201) 393-6000
Year founded: 1969
Published: Biweekly

Editorial Description: Computer Decisions publishes feature articles to help MIS/DP management and company management increase the productivity and profits of their organizations through the use of Information/EDP Systems in large organizations. The editorial includes columns on software, office automation, microsystems, and management careers written by experts. Other editorial includes news and new developments in Information Systems/EDP products, services, and software. Feature articles report on new ideas, management techniques, applications, on expanding into profitable/government and educational organizations.

Member: BPA

Primary SRDS Classification No. B-5A

Figures are Folio estimates for the calendar year 1985.

DATA MANAGEMENT

Continued

Average Circulation

1	Computer Decisions	175,129
2	Office	159,493
3	Datamation	158,434
4	Modern Office Tech.	153,692
5	Mini-Micro Systems	134,785
6	Computerworld	126,832
7	MIS Week	125,202
8	PC Week	104,635
9	InformationWeek	100,177
10	Computer Design	98,490
11	PC Tech Journal	89,761
12	Computer Systems News	61,856
13	CommunicationsWeek	57,671
14	Electronic Business	56,637
15	Data Communications	45,362
16	Computer + Software News	40,378
	Total	1,688,534

% Chg. Avg. Circ.

	1985 vs. 1984	%
1	MIS Week	15.3
2	Electronic Business	11.6
3	Data Communications	10.5
4	Mini-Micro Systems	10.5
5	Computer Systems News	7.8
6	Computer Design	6.9
7	Datamation	6.4
8	Computer Decisions	4.5
9	Office	3.5
10	Modern Office Tech.	1.9
11	Computerworld	1.0
12	InformationWeek	0.2
13	CommunicationsWeek	ne
14	Computer + Software News	ne
15	PC Tech Journal	ne
16	PC Week	ne

Net Chg. Avg. Circ.

	1985 vs. 1984	
1	MIS Week	16,603
2	Mini-Micro Systems	12,785
3	Datamation	9,556
4	Computer Decisions	7,518
5	Computer Design	6,341
6	Electronic Business	5,897
7	Office	5,451
8	Computer Systems News	4,496
9	Data Communications	4,316
10	Modern Office Tech.	2,871
11	Computerworld	1,314
12	InformationWeek	152
13	CommunicationsWeek	ne
14	Computer + Software News	ne
15	PC Tech Journal	ne
16	PC Week	ne
	Total	77,300

Avg. Total Pages/Copy

	ad pages + edit. pages	
1	Data Communications	302
2	Office	210
3	PC Tech Journal	210
4	Computer Design	188
5	Datamation	175
6	Mini-Micro Systems	165
7	Electronic Business	161
8	PC Week	156
9	Computer Decisions	132
10	Computerworld	124
11	Computer Systems News	73
12	Computer + Software News	69
13	InformationWeek	66
14	CommunicationsWeek	60
15	MIS Week	58
16	Modern Office Tech.	ne

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Total Revenue

	ad rev. + circ. rev.	$000
1	Computerworld	54,256
2	PC Week	40,700
3	Datamation	19,699
4	Computer Decisions	13,366
5	Computer Systems News	12,650
6	MIS Week	10,050
7	Data Communications	10,012
8	Electronic Business	10,005
9	Mini-Micro Systems	9,638
10	CommunicationsWeek	9,271
11	PC Tech Journal	8,413
12	InformationWeek	8,400
13	Computer Design	7,989
14	Office	6,033
15	Computer + Software News	6,000
16	Modern Office Tech.	5,561
	Total	232,043

% Chg. Total Revenue

	1985 vs. 1984	%
1	InformationWeek	23.5
2	Data Communications	19.5
3	MIS Week	17.0
4	Electronic Business	12.7
5	Datamation	3.8
6	Computer Decisions	3.1
7	Computerworld	− 1.9
8	Modern Office Tech.	− 2.1
9	Office	− 7.2
10	Computer Systems News	− 11.5
11	Computer Design	− 26.0
12	Mini-Micro Systems	− 27.0
13	CommunicationsWeek	ne
14	Computer + Software News	ne
15	PC Tech Journal	ne
16	PC Week	ne

Subscription Revenue

		$000
1	Computerworld	4,956
2	PC Tech Journal	2,127
3	Data Communications	1,146
4	Office	133
5	Electronic Business	54
6	Modern Office Tech.	0
7	Computer Systems News	0
8	Computer Design	0
9	InformationWeek	0
10	CommunicationsWeek	0
11	Computer + Software News	0
12	Mini-Micro Systems	0
13	Computer Decisions	0
14	Datamation	0
15	MIS Week	0
16	PC Week	0
	Total	8,416

% Chg. Sub. Revenue

	1985 vs. 1984	%
1	Office	28.1
2	Data Communications	25.7
3	Computerworld	− 3.5
4	Modern Office Tech.	n/a
5	Computer Design	n/a
6	Computer Systems News	n/a
7	Computer Decisions	n/a
8	Electronic Business	n/a
9	InformationWeek	n/a
10	MIS Week	n/a
11	CommunicationsWeek	n/a
12	Computer + Software News	n/a
13	Datamation	n/a
14	PC Week	n/a
15	Mini-Micro Systems	n/a
16	PC Tech Journal	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Computer Design

PennWell Publishing Company
119 Russell Street
Littleton, MA 01460
(617) 486-9501
Year founded: 1962
Published: 17x per year

Editorial Description: Computer Design is edited for senior engineers and engineering managers responsible for the design and integration of computer systems and subsystems. It provides this audience of systems designers with a primary continuing source of new design ideas and information on computer technology. Editorial concentration is on the technology trends and developments of computer systes, CPUs, peripherals, components and related software. Emphasis is placed on future technology and emerging trends rather than on mature products and textbook theory.

Member: BPA

Primary SRDS Classification No. B-5A

Computer Systems News

CMP Publications, Inc.
600 Community Drive
Manhasset, NY 11030
(516) 365-4600
Year founded: 1978
Published: Weekly

Editorial Description: Computer Systems News is published for management and decision-level technical executives in original equipment manufacturing companies (OEMs), Value-Added Resellers (VARs), distributors and systems-building computer companies. Editorial covers all aspects of the computer industry; news, trends, new products, people, business events, job opportunities, stock performance, product/technology update. Special issue subjects include trade shows, CSN Supplements include Perspective, VARBUSINESS.

Member: BPA

Primary SRDS Classification No. B-5A

Computerworld

CW Communications, Inc.
375 Cochituate Road
Framingham, MA 01701
(617) 879-0700
Year founded: 1967
Published: Weekly

Editorial Description: Computerworld covers planning, design, purchasing, implementation and management of computer of all sizes and computer-related technoloy in Management Information Systems (MIS) and Data Processing (DP) in organizations which have a professional MIS/DP staff. Editorial content includes: Software and Services (19%), Communications (17%), Computer Industry News (16%), Systems and Peripherals (15%), Minicomputers and Microcomputers (23%), Weekly Executive Reports, Product Spotlights and In-Depth Reports on current topics, columnists, viewpoint articles, editorials, and commentary.

Member: ABC

Primary SRDS Classification No. B-5A

(Continued on page 155)

Figures are Folio estimates for the calendar year 1985.

DATA MANAGEMENT

Continued

Avg. Subscription Circ.

1	Computerworld	126,832
2	PC Tech Journal	83,738
3	Data Communications	39,683
4	Office	3,330
5	Electronic Business	1,357
6	Modern Office Tech.	0
7	Computer Systems News	0
8	Computer Design	0
9	InformationWeek	0
10	CommunicationsWeek	0
11	Computer + Software News	0
12	Mini-Micro Systems	0
13	Computer Decisions	0
14	Datamation	0
15	MIS Week	0
16	PC Week	0
	Total	254,940

% Chg. Avg. Sub. Circ.

1985 vs. 1984		%
1	Data Communications	10.2
2	Computerworld	1.0
3	Office	−4.3
4	Modern Office Tech.	n/a
5	Computer Design	n/a
6	Computer Systems News	n/a
7	Computer Decisions	n/a
8	Electronic Business	n/a
9	InformationWeek	n/a
10	MIS Week	n/a
11	CommunicationsWeek	n/a
12	Computer + Software News	n/a
13	Datamation	n/a
14	PC Week	n/a
15	Mini-Micro Systems	n/a
16	PC Tech Journal	ne

Net Chg. Avg. Sub. Circ.

1985 vs. 1984		
1	Data Communications	3,681
2	Electronic Business	1,357
3	Computerworld	1,314
4	Office	−148
5	Modern Office Tech.	n/a
6	Computer Systems News	n/a
7	Computer Decisions	n/a
8	Computer + Software News	n/a
9	InformationWeek	n/a
10	MIS Week	n/a
11	CommunicationsWeek	n/a
12	Computer Design	n/a
13	Datamation	n/a
14	PC Week	n/a
15	Mini-Micro Systems	n/a
16	PC Tech Journal	ne
	Total	6,204

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Data Communications

McGraw-Hill Information Systems Company—Computers & Communications Information Group
1221 Avenue of the Americas
New York, NY 10020
(212) 512-2695
Year founded: 1972
Published: Monthly

Editorial Description: Data Communications is an international magazine edited for the user and purchaser of data communications equipment. Content is dedicated to the use, planning, design and implementation of information networks, with major articles relating to efficient transmission of data including public communications services, private message switching and computer networking. Feature articles cover basic methodology as well as software, terminals, communications interface equipment, multiplexers and front-end processors, common-carrier facilities, and tariffs and regulations.

Member: ABC

Primary SRDS Classification No. B-5A

Datamation

Technical Publishing Company
875 Third Avenue
New York, NY 10022
(212) 605-9400
Year founded: 1957
Published: Semimonthly

Editorial Description: Datamation offers technical, semi-technical and general articles and news stories covering information processing industry topics. Types of articles include tutorials, surveys, "how to's," as well as descriptions of various approaches to the design or use of particular hardware and software systems, techniques, and applications. Each issue features several articles constituting a comprehensive review of a topic featured on the cover, plus at least one article of interest to each major segment of the audience. Coverage is also given to major conferences in the information processing industry.

Member: BPA

Primary SRDS Classification No. B-5A

Electronic Business

Cahners Publishing Company
275 Washington Street
Newton, MA 02158
(617) 964-3030
Year founded: 1975
Published: 23x per year

Editorial Description: Electronic Business is edited for the management team in electronics, computer and systems companies. Corporate strategies, Markets, Financial Activity, Business Trends, Management, New Technology, Productivity & Manufacturing and Forecasts are regularly featured in each issue. "Special Reports" focus on significant industry trends and developments. Special sections include the "Electronic Business 200," a financial analysis and ranking of the leading electronics and computer companies and the "Electronics factory of the future" series.

Member: BPA

Primary SRDS Classification No. B-40

InformationWEEK

CMP Publications, Inc.
600 Community Drive
Manhasset, NY 11030
(516) 365-4600
Year founded: 1979
Published: Weekly

Editorial Description: InformationWEEK is a news magazine written and edited for information systems management in large organizations: the Fortune 1000 and America's largest utilities, government agencies, service firms and financial institutions. InformationWEEK focuses on news, but also provides feature-length articles on management strategies, information management issues and product comparisons.

Member: BPA

Primary SRDS Classification No. B-5A

Mini-Micro Systems

Cahners Publishing Company
275 Washington Street
Newton, MA 02158
(617) 964-3030
Year founded: 1968
Published: Monthly

Editorial Description: Mini-Micro Systems is edited for value-added OEM's, value-added resellers and value-added users who are responsible for integrating, configuring and implementing hardware and software into mini-micro computer systems. Editorial coverage includes applications for minicomputers, microcomputers, memory systems, peripheral equipment, data communications, software, local area networks, and other mini-micro products.

Member: BPA

Primary SRDS Classification No. B-5A

MIS Week

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-6471
Year founded: 1980
Published: Weekly

Editorial Description: MIS Week provides the most timely news available on the information systems industry to corporate management, MIS management and MIS professionals involved in planning and purchasing data processing, communications and office automation hardware and software in large corporations and organizations. News topics covered on a weekly basis include information systems, communications, data processing, data communications, micro-computing, networking, software, data bases, government, personnel, and finance. Additionally MIS Week provides its readers with 24 special editorial features per year on such topics as systems and applications software, data communications, telecommunications products and systems, networking, office systems and a broad array of micro computing hardware and software.

Member: BPA

Primary SRDS Classification No. B-5A

Modern Office Technology

Penton Publishing Company
Pittway Corp.
1111 Chester Avenue
Cleveland, OH 44114
(216) 696-7000

(Continued on page 155)

Figures are Folio estimates for the calendar year 1985.

MAGAZINE INDEX

A +, The Independent Guide for Apple Computing, Ziff-Davis Publishing Co.
1985 Frequency: 12x
Folio:400 Rank: 243
Newcomer
Market: Computing (24)

ABA Journal, The Lawyers Magazine, American Bar Association
1985 Frequency: 12x
Folio:400 Rank: 333
14th by Avg. Edit. Pages/Copy (47)
6th by Average Circulation (48)
6th by Average Sub. Circ. (48)
19th by Net Chg. Avg. Circ. (48)

Adventure Road, Citicorp Publishing
1985 Frequency: 6x
Folio:400 Rank: 396
Newcomer
Market: Affluence 1 (15)
Market: Travel (40)

Advertising Age, Crain's International Newspaper of Marketing, Crain Communications Inc.
1985 Frequency: 102x
Folio:400 Rank: 84
7th by Total Revenue (46)
7th by Ad Revenue (46)
13th by Sub.Revenue (46)
18th by Ad Pages (46)
11th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Avg. Sub. Circ. (54)

ADWEEK, A/S/M Communications
1985 Frequency: 64x
Folio:400 Rank: 116
14th by Total Revenue (46)
16th by Ad Revenue (46)
1st by Net Chg. Ad Revenue (47)
14th by Net Chg. Ad Pages (47)
17th by Net Chg. Avg. Circ. (48)
3rd by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Ad Pages (52)
Fastest Growing: Average Circulation (53)
Fastest Growing: Avg. Sub. Circ. (54)

Air Force Magazine, Air Force Association
1985 Frequency: 12x
Folio:400 Rank: 362
Newcomer
24th by Sub. Revenue (46)
18th by Avg. Edit. Pages/Copy (47)
14th by Average Circulation (48)
15th by Average Sub. Circ. (48)

Air Force Times, Army Times Publishing Company
1985 Frequency: 52x
Folio:400 Rank: 191
23rd by Net Chg. Ad Pages (2)

AJN, see American Journal of Nursing

American Artist, Billboard Pubs., Inc.
1985 Frequency: 12x
Folio:400 Rank: 385
Fastest Growing: Total Revenue (6)

American Baby, Cahners Publishing Co.
1985 Frequency: 12x
Folio:400 Rank: 207
Fastest Growing: Total Revenue (6)
Fastest Growing: Sub. Circ. (12)
Market: Women's Lifestyles (43)
Market: Women's Service (44)

American Banker, American Banker Inc.
1985 Frequency: 255x
Folio:400 Rank: 127
17th by Total Revenue (46)
2nd by Sub. Revenue (46)
Fastest Growing: Sub. Revenue (51)

American Bar Association Journal, see ABA Journal

American Family Physician, American Academy of Family Physicians
1985 Frequency: 12x
Folio:400 Rank: 332
9th by Avg. Ad Pages/Copy (47)
6th by Avg. Edit. Pages/Copy (47)

American Health, Fitness of Body and Mind, American Health Partners
1985 Frequency: 10x
Folio:400 Rank: 141
4th by Net Chg. Ad Pages (2)
23rd by Net Chg. Avg. Circ. (3)
21st by Net Chg. Avg. Sub. Circ. (4)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Ad Pages (10)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Market: Health & Fitness (26)
Market: Lifestyles (30)

American Hunter, National Rifle Association of America
1985 Frequency: 12x
Folio:400 Rank: 138
Newcomer
Market: Outdoor (35)

American Journal of Nursing—AJN, American Journal of Nursing Co.
1985 Frequency: 12x
Folio:400 Rank: 311
14th by Sub. Revenue (46)
9th by Average Circulation (48)
7th by Average Sub. Circ. (48)

American Legion, The, The American Legion
1985 Frequency: 12x
Folio:400 Rank: 254
16th by Average Sub. Circ. (4)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Ad Pages (10)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)

American Machinist, McGraw-Hill Publications Company
1985 Frequency: 12x
Folio:400 Rank: 358
25th by Avg. Edit. Pages/Copy (47)
24th by Net Chg. Avg. Circ. (48)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)
Fastest Growing: Average Circulation (53)

American Medical News, American Medical Association
1985 Frequency: 48x
Folio:400 Rank: 213
8th by Average Circulation (48)
13th by Average Sub. Circ. (48)
7th by Net Chg. Avg. Circ. (48)
5th by Net Chg. Avg. Sub. Circ. (48)

American Photographer, CBS Magazines
1985 Frequency: 12x
Folio:400 Rank: 253

American Printer, Maclean Hunter Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 355
Newcomer
21st by Avg. Ad Pages/Copy (47)

American Rifleman, National Rifle Association of America
1985 Frequency: 12x
Folio:400 Rank: 133
Newcomer
Market: Outdoor (35)

Americana, Americana Magazine, Inc.
1985 Frequency: 6x
Folio:400 Rank: 376
Fastest Growing: Total Revenue (6)
Market: Home (27)
Market: Lifestyles (30)

AmericanWay, AA Magazine Publications
1985 Frequency: 26x
Folio:400 Rank: 231
2nd by Net Chg. Ad Pages (2)
Fastest Growing: Ad Pages (10)
Market: Affluence 3 (17)
Market: Inflight (29)

Annals of Internal Medicine, American College of Physicians
1985 Frequency: 12x
Folio:400 Rank: 265
15th by Sub.Revenue (46)
13th by Avg. Ad Pages/Copy (47)
1st by Avg. Edit. Pages/Copy (47)

AOPA Pilot, Aircraft Owners & Pilots Association
1985 Frequency: 12x
Folio:400 Rank: 341
19th by Sub. Revenue (46)
12th by Average Circulation (48)
10th by Average Sub. Circ. (48)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Avg. Sub. Circ. (54)

Architectural Digest, Knapp Communications Corporation
1985 Frequency: 12x
Folio:400 Rank: 48
25th by Total Revenue (Monthlies) (5)
Market: Affluence 2 (16)
Market: Home (27)

Architectural Record, McGraw-Hill Information Systems Company
1985 Frequency: 14x
Folio:400 Rank: 189

ARCHITECTURE, Hanley-Wood, Inc.
1985 Frequency: 12x
Folio:400 Rank: 371
20th by Net Chg. Avg. Circ. (48)
9th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Average Circulation (53)
Fastest Growing: Avg. Sub. Circ. (54)

Arizona Highways, State of Arizona, Department of Transportation
1985 Frequency: 12x
Folio:400 Rank: 379
Market: City & Regional (22)

Army Times, Army Times Publishing Company
1985 Frequency: 52x
Folio:400 Rank: 159
10th by Net Chg. Ad Pages (2)

Atlantic, The, The Atlantic Monthly Co.
1985 Frequency: 12x
Folio:400 Rank: 217
Market: General Interest (25)

Audio, CBS Magazines
1985 Frequency: 12x
Folio:400 Rank: 234
25th by Net Chg. Ad Pages (2)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Ad Pages (10)
Market: Home Entertainment (28)

Audubon, The National Audubon Society
1985 Frequency: 6x
Folio:400 Rank: 304
Fastest Growing: Ad Revenue (7)
Fastest Growing: Ad Pages (10)
Market: Science & Nature (37)

Automotive News, Crain Communications Inc.
1985 Frequency: 52x
Folio:400 Rank: 156
8th by Net Chg. Ad Revenue (47)
5th by Net Chg. Ad Pages (47)
16th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Ad Pages (52)

AutoWeek, Crain Communications Inc.
1985 Frequency: 52x
Folio:400 Rank: 256
20th by Net Chg. Ad Pages (2)
Fastest Growing: Avg. Circ. (11)
Market: Automotive (18)

Aviation Week & Space Technology, McGraw-Hill Publications Company
1985 Frequency: 52x
Folio:400 Rank: 76
5th by Total Revenue (46)
5th by Ad Revenue (46)
6th by Sub.Revenue (46)
13th by Ad Pages (46)
6th by Net Chg. Ad Revenue (47)
13th by Net Chg. Ad Pages (47)
20th by Average Sub. Circ. (48)
19th by Net Chg. Avg. Sub. Circ. (48) ▶

(Numbers in parentheses refer to section numbers)

MAGAZINE INDEX

Bakery Production & Marketing,
Gorman Publishing Company
1985 Frequency: 13x
Folio:400 Rank: 320
25th by Net Chg. Ad Revenue (47)
11th by Net Chg. Ad Pages (47)
3rd by Avg. Ad Pages/Copy (47)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)

Barron's, National Business And Financial Weekly, Dow Jones & Co.
1985 Frequency: 52x
Folio:400 Rank: 64
20th by Ad Pages (2)
Market: Business & Financial (21)
Market: Personal Finance & Mgmt. (36)

Bassmaster, B.A.S.S. Publications
1985 Frequency: 9x
Folio:400 Rank: 265
Fastest Growing: Ad Pages (10)
Market: Outdoor (35)
Market: Sports (38)

Better Homes and Gardens,
Meredith Corporation
1985 Frequency: 12x
Folio:400 Rank: 9
10th by Ad Revenue (2)
7th by Sub. Revenue (3)
7th by Average Circulation (3)
5th by Average Sub. Circ. (4)
24th by Average News. Circ. (4)
7th by Net Chg. Avg. News. Circ. (4)
16th by Total Annual Circ. (5)
2nd by Ad Revenue (Monthlies) (5)
3rd by Total Revenue (Monthlies) (5)
Fastest Growing: News. Revenue (9)
Fastest Growing: News. Circ. (13)
Market: Home (27)
Market: Women's Service (44)

Better Homes and Gardens—Country Home, see Country Home

Better Homes and Gardens—WOOD, see WOOD

Bicycling, Rodale Press, Inc.
1985 Frequency: 9x
Folio:400 Rank: 256
Market: Lifestyles (30)
Market: Sports (38)

Billboard, Billboard Publications, Inc.
1985 Frequency: 51x
Folio:400 Rank: 162
10th by Sub. Revenue (46)

Black Enterprise, Earl G. Graves Publishing Company, Inc.
1985 Frequency: 12x
Folio:400 Rank: 211
Market: Black (19)
Market: Business & Financial (21)

Blood-Horse, The, The Blood-Horse, Inc.
1985 Frequency: 52x
Folio:400 Rank: 295
1st by Ad Pages (2)
Market: Lifestyles (30)

Boating, CBS Magazines
1985 Frequency: 12x
Folio:400 Rank: 145
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Market: Lifestyles (30)
Market: Sports (38)

Bon Appetit, Bon Appetit Publishing Corporation
1985 Frequency: 12x
Folio:400 Rank: 59
Market: Affluence 1 (15)
Market: Culinary (24)

Boston Globe Magazine, The, The Boston Globe
1985 Frequency: 52x
Folio:400 Rank: 179
Newcomer
18th by Ad Pages (2)
Market: Sunday Magazines (39)

Boston Magazine, Boston Magazine, Inc.
1985 Frequency: 12x
Folio:400 Rank: 264
16th by Net Chg. Ad Pages (2)
Fastest Growing: Total Revenue (6)
Fastest Growing: Avg. Circ. (11)
Market: Affluence 3 (17)
Market: City & Regional (22)

Boy's Life, Boy Scouts of America, Inc.
1985 Frequency: 12x
Folio:400 Rank: 225
Market: Youth & Teen (45)

BRIDE'S, The Conde Nast Publications Inc.
1985 Frequency: 6x
Folio:400 Rank: 86
Fastest Growing: News. Circ. (13)
Market: Bridal (20)

Broadcasting, Broadcasting Publications, Inc.
1985 Frequency: 52x
Folio:400 Rank: 236
Newcomer
19th by Ad Pages (46)

BUILDER, Hanley-Wood, Inc.
1985 Frequency: 12x
Folio:400 Rank: 206
20th by Sub. Revenue (46)
19th by Average Circulation (48)
16th by Average Sub. Circ. (48)
12th by Net Chg. Avg. Circ. (48)
4th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Avg. Sub. Circ. (54)

Building Design & Construction,
Cahners Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 354
Fastest Growing: Total Revenue (46)
Fastest Growing: Ad Revenue (46)
Fastest Growing: Ad Pages (46)
Fastest Growing: Average Circulation (47)

Building Supply Home Centers,
Cahners Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 342
16th by Avg. Ad Pages/Copy (47)
19th by Avg. Edit. Pages/Copy (47)
Fastest Growing: Ad Pages (52)
Fastest Growing: Average Circulation(53)

Business and Commercial Aviation,
Murdoch Magazines
1985 Frequency: 12x
Folio:400 Rank: 284

Business Insurance, Crain Comm. Inc.
1985 Frequency: 52x
Folio:400 Rank: 283
17th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Avg. Sub. Circ. (54)

BusinessWeek (North American Edition),
McGraw-Hill Publications Company
1985 Frequency: 51x
Folio:400 Rank: 10
7th by Ad Revenue (2)
4th by Ad Pages (2)
23rd by Sub. Revenue (3)
Market: Affluence 1 (15)
Market: Business & Financial (21)

BYTE, The Small Systems Journal,
McGraw-Hill Information Systems Co., Computer & Communications Information Group
1985 Frequency: 13x
Folio:400 Rank: 70
8th by Ad Pages (2)
Market: Computing (23)

Cable Guide, The, TVSM, Inc.
1985 Frequency: 12x
Folio:400 Rank: 224
Newcomer
11th by Average Circulation (3)
23rd by Total Annual Circ. (5)
Market: Home Entertainment (28)

California, California Magazine, Ltd.
1985 Frequency: 12x
Folio:400 Rank: 214
Fastest Growing: Sub. Circ. (12)
Market: City & Regional (22)

Car and Driver, CBS Magazines
1985 Frequency: 12x
Folio:400 Rank: 50
8th by Net Chg. Ad Revenue (2)
8th by Net Chg. Ad Pages (2)
19th by Ad Revenue (Monthlies) (5)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: Ad Pages (10)
Fastest Growing: News. Circ. (13)
Market: Automotive (16)

Car Craft, Petersen Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 181
Fastest Growing: News. Circ. (13)
Market: Automotive (16)

Changing Times, The Kiplinger Washington Editors, Inc.
1985 Frequency: 12x
Folio:400 Rank: 92
Fastest Growing: Sub. Circ. (12)
Market: Affluence 1 (15)
Market: Personal Finance & Mgmt. (36)

Chemical & Engineering News,
Centcom, Ltd.
1985 Frequency: 51x
Folio:400 Rank: 262
23rd by Average Sub. Circ. (48)
Fastest Growing: Sub. Revenue (51)

Chemical Engineering, McGraw-Hill Publications Company
1985 Frequency: 25x
Folio:400 Rank: 208

Chemical Marketing Reporter,
Schnell Publishing Company, Inc.
1985 Frequency: 52x
Folio:400 Rank: 382
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Avg. Sub. Circ. (54)

Chemical Processing, Putman Publishing Company
1985 Frequency: 14x
Folio:400 Rank: 361
19th by Net Chg. Ad Pages (47)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)

Chemical Week, McGraw-Hill Publications Company
1985 Frequency: 50x
Folio:400 Rank: 273
Fastest Growing: Sub. Revenue (51)

Cheri, Cheri Magazine, Inc.
1985 Frequency: 12x
Folio:400 Rank: 230

Chicago, WFMT, Inc.
1985 Frequency: 12x
Folio:400 Rank: 184
Market: Affluence 3 (17)
Market: City & Regional (22)

Chicago Tribune Magazine, see
SUNDAY—Chicago Tribune Magazine

Christianity Today, Christianity Today, Inc.
1985 Frequency: 18x
Folio:400 Rank: 383
Fastest Growing: Total Revenue (6)

Chronicle of Higher Education, The,
The Chronicle of Higher Education, Inc.
1985 Frequency: 48x
Folio:400 Rank: 219
22nd by Sub.Revenue (46)
10th by Net Chg. Ad Revenue (47)
4th by Net Chg. Ad Pages (47)
25th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)

Circus Magazine, Circus Enterprises Corporation
1985 Frequency: 12x
Folio:400 Rank: 221
14th by Net Chg. Ad Pages (2)
Fastest Growing: Ad Revenue (7)

(Numbers in parentheses refer to section numbers)

Fastest Growing: Sub. Revenue (8)
Fastest Growing: Ad Pages (10)
Fastest Growing: Sub. Circ. (12)
Market: Youth & Teen (45)

Club, Fiona Press, Inc.
1985 Frequency: 12x
Folio:400 Rank: 130
20th by News. Revenue (3)

Club International, Fiona Press, Inc.
1985 Frequency: 12x
Folio:400 Rank: 319

Colonial Homes, Hearst Magazines
1985 Frequency: 6x
Folio:400 Rank: 166
Market: Home (27)

CommunicationsWeek, CMP Publications, Inc.
1985 Frequency: 48x
Folio:400 Rank: 275
Newcomer
Market: Data Management (56)

COMPUTE!, COMPUTE! Publications, Inc.
1985 Frequency: 12x
Folio:400 Rank: 200
Fastest Growing: Sub. Revenue (8)
Fastest Growing: Sub. Circ. (12)
Market: Computing (23)

COMPUTE's Gazette, COMPUTE! Publications, Inc.
1985 Frequency: 12x
Folio:400 Rank: 218
Fastest Growing: Sub. Revenue (8)
Fastest Growing: Sub. Circ. (12)
Market: Computing (23)

Computer + Software News, Lebhar-Friedman, Inc.
1985 Frequency: 52x
Folio:400 Rank: 359
Newcomer
Market: Data Management (56)

Computer Decisions, Hayden Publishing Company, Inc.
1985 Frequency: 25x
Folio:400 Rank: 188
22nd by Average Circulation (48)
11th by Net Chg. Avg. Circ. (48)
Market: Data Management (56)

Computer Design, PennWell Publishing Co.
1985 Frequency: 17x
Folio:400 Rank: 302
13th by Net Chg. Avg. Circ. (48)
Fastest Growing: Average Circulation (53)
Market: Data Management (56)

Computer Reseller News, The Newspaper for Microcomputer Reselling, (formerly Computer Retail News), CMP Pubs., Inc.
1985 Frequency: 51x
Folio:400 Rank: 201
14th by Ad Pages (46)
23rd by Net Chg. Ad Revenue (47)
24th by Avg. Edit. Pages/Copy (47)
Fastest Growing: Average Circulation (53)

Computer Retail News, see Computer Reseller News

Computer Systems News, CMP Pubs., Inc.
1985 Frequency: 51x
Folio:400 Rank: 204
Fastest Growing: Average Circulation (53)
Market: Data Management (56)

Computerworld, CW Communications, Inc.
1985 Frequency: 63x
Folio:400 Rank: 45
1st by Total Revenue (46)
1st by Ad Revenue (46)
9th by Sub. Revenue (46)
5th by Ad Pages (46)
22nd by Average Sub. Circ. (48)
23rd by Net Chg. Avg. Sub. Circ. (48)
Market: Data Management (56)

Connoisseur, Hearst Magazines
1985 Frequency: 12x
Folio:400 Rank: 220
7th by Net Chg. Ad Pages (2)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Ad Pages (10)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Market: Affluence 3 (17)
Market: General Interest (25)

Consultant, Cliggott Publishing Company
1985 Frequency: 18x
Folio:400 Rank: 365

Consumer Electronics Monthly, CES Publishing Corporation
1985 Frequency: 12x
Folio:400 Rank: 368
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)

Consumer Reports, Consumers Union
1985 Frequency: 12x
Folio:400 Rank: 38
11th by Sub. Revenue (3)
19th by Average Circulation (3)
3rd by Net Chg. Avg. Circ. (3)
10th by Average Sub. Circ. (4)
2nd by Net Chg. Avg. Sub. Circ. (4)
20th by Total Revenue (Monthlies) (5)
Fastest Growing: Total Revenue (6)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: News. Revenue (9)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Market: Personal Finance & Mgmt. (36)

Consumers Digest, Consumers Digest, Inc.
1985 Frequency: 8x
Folio:400 Rank: 197
18th by Net Chg. Ad Pages (2)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: News. Revenue (9)
Fastest Growing: Ad Pages (10)
Fastest Growing: News. Circ. (13)
Market: Personal Finance & Mgmt. (36)

CONTROL ENGINEERING, Technical Publishing Company
1985 Frequency: 14x
Folio:400 Rank: 318
2nd by Avg. Edit. Pages/Copy (47)
23rd by Net Chg. Avg. Circ. (48)
Fastest Growing: Average Circulation (53)

Cosmopolitan, Hearst Magazines
1985 Frequency: 12x
Folio:400 Rank: 17
17th by Ad Revenue (2)
18th by Net Chg. Ad Revenue (2)
19th by Ad Pages (2)
9th by News. Revenue (3)
23rd by Average Circulation (3)
7th by Average News. Circ. (4)
11th by Total Annual News. Sales (5)
4th by Ad Revenue (Monthlies) (5)
6th by Total Revenue (Monthlies) (5)
Fastest Growing: News. Circ. (13)
Market: Women-in-Business (41)
Market: Women's Lifestyles (43)

Country Home, Better Homes and Gardens, Meredith Corporation
1985 Frequency: 6x
Folio:400 Rank: 170
Newcomer
Market: Affluence 1 (15)
Market: Home (27)

Country Journal, Historical Times, Inc.
1985 Frequency: 12x
Folio:400 Rank: 344
Market: Home (27)
Market: Lifestyles (30)

Country Living, Hearst Magazines
1985 Frequency: 12x
Folio:400 Rank: 54
19th by Net Chg. Ad Revenue (2)
6th by Net Chg. Avg. Circ. (3)
8th by Net Chg. Avg. Sub. Circ. (4)
4th by Net Chg. Avg. News. Circ. (4)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: News. Revenue (9)
Fastest Growing: Ad Pages (10)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Fastest Growing: News. Circ. (13)
Market: Home (27)

Crafts Magazine, PJS Publications, Inc.
1985 Frequency: 12x
Folio:400 Rank: 244
Fastest Growing: Ad Revenue (7)
Market: Women's Service (44)

Crain's Chicago Business, Crain Communications Inc.
1985 Frequency: 52x
Folio:400 Rank: 227
1st by Net Chg. Ad Pages (2)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Ad Pages (10)
Market: Business & Financial (21)
Market: City & Regional (22)

Creative Ideas for Living, Southern Living Inc.
1985 Frequency: 12x
Folio:400 Rank: 182
Market: Women's Service (44)

Cruising World, Cruising World Publications, Inc.
1985 Frequency: 12x
Folio:400 Rank: 337
Market: Lifestyles (30)
Market: Sports (38)

Cycle, CBS Magazines
1985 Frequency: 12x
Folio:400 Rank: 183
Fastest Growing: Ad Pages (10)
Market: Automotive (18)

Cycle World, CBS Magazines
1985 Frequency: 12x
Folio:400 Rank: 240
Market: Automotive (18)

D, Southwest Media Corporation
1985 Frequency: 12x
Folio:400 Rank: 312
Market: Affluence 3 (17)
Market: City & Regional (22)

Daily News Record, Fairchild Publications
1985 Frequency: 252x
Folio:400 Rank: 148
24th by Total Revenue (46)
20th by Ad Revenue (46)
24th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Avg. Sub. Circ. (54)
Market: Apparel (55)

Data Communications, McGraw-Hill Information Systems Company, Computer & Communications Information Group
1985 Frequency: 15x
Folio:400 Rank: 260
17th by Net Chg. Ad Revenue (47)
20th by Net Chg. Ad Pages (47)
11th by Avg. Ad Pages/Copy (47)
5th by Avg. Edit. Pages/Copy (47)
12th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Ad Pages (52)
Fastest Growing: Average Circulation (53)
Fastest Growing: Avg. Sub. Circ. (54)
Market: Data Management (56)

Datamation, Technical Publishing Company
1985 Frequency: 24x
Folio:400 Rank: 128
18th by Total Revenue (46)
11th by Ad Revenue (46)
9th by Net Chg. Avg. Circ. (48)
Market: Data Management (56)

Delta Sky, see Sky

Design News, Cahners Publishing Company
1985 Frequency: 29x
Folio:400 Rank: 144
12th by Total Revenue (46)
11th by Ad Revenue (46)
7th by Ad Pages (46)
24th by Net Chg. Ad Revenue (47)
7th by Avg. Ad Pages/Copy (47)
22nd by Avg. Edit. Pages/Copy (47) ▶

- **Dial**, Public Broadcasting Communications
  - 1985 Frequency: 12x
  - Folio:400 Rank: 349
  - Newcomer
  - Market: Affluence 1 (15)
  - Market: Home Entertainment (28)
- **Discount Store News**, Lebhar-Friedman, Inc.
  - 1985 Frequency: 24x
  - Folio:400 Rank: 307
  - 18th by Net Chg. Ad Pages (47)
  - Fastest Growing: Total Revenue (49)
  - Fastest Growing: Ad Revenue (50)
  - Fastest Growing: Sub. Revenue (51)
  - Fastest Growing: Ad Pages (52)
  - Fastest Growing: Avg. Sub. Circ. (54)
- **DISCOVER**, Time Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 93
  - Fastest Growing: News. Revenue (9)
  - Market: Science & Nature (37)
- **DIVERSION**, Hearst Professional Magazines, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 343
  - 14th by Avg. Ad Pages/Copy (47)
  - 4th by Avg. Edit. Pages/Copy (47)
  - 21st by Average Circulation (48)
- **Dun's Business Month**, The Dun & Bradstreet Publications Corporation
  - 1985 Frequency: 12x
  - Folio:400 Rank: 278
  - Market: Affluence 2 (16)
  - Market: Business & Financial (21)
- **Early American Life**, Historical Times, Inc.
  - 1985 Frequency: 6x
  - Folio:400 Rank: 388
  - Market: Home (27)
  - Market: Lifestyles (30)
- **Eastern Review**, East/West Network, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 185
  - Market: Affluence 2 (16)
  - Market: Inflight (29)
- **Easyriders**, Paisano Publications, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 249
  - Fastest Growing: Sub. Revenue (8)
  - Market: Automotive (18)
- **EBONY**, Johnson Publishing Company, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 35
  - 16th by Net Chg. Ad Revenue (2)
  - 21st by Net Chg. Ad Pages (2)
  - 14th by Ad Revenue (Monthlies) (5)
  - 17th by Total Revenue (Monthlies) (5)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: Ad Pages (10)
  - Fastest Growing: Sub. Circ. (12)
  - Market: Black (19)
  - Market: General Interest (25)
- **EC&M**, McGraw-Hill Information Systems Company
  - 1985 Frequency: 12x
  - Folio:400 Rank: 301
  - Fastest Growing: Avg. Sub. Circ. (54)
- **Economist, The (U.S. Edition)**, The Economist Newspaper Ltd.
  - 1985 Frequency: 52x
  - Folio:400 Rank: 115
  - 17th by Ad Pages (2)
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
  - Market: Affluence 3 (17)
  - Market: Business & Financial (21)
- **EDN**, Cahners Publishing Company
  - 1985 Frequency: 28x
  - Folio:400 Rank: 97
  - 9th by Total Revenue (46)
  - 6th by Ad Revenue (46)
  - 3rd by Ad Pages (46)
  - 2nd by Avg. Ad Pages/Copy (47)
  - 11th by Avg. Edit. Pages/Copy (47)
- **Electronic Business**, Cahners Publishing Company
  - 1985 Frequency: 23x
  - Folio:400 Rank: 261
  - 15th by Net Chg. Avg. Circ. (48)
  - 20th by Net Chg. Avg. Sub. Circ. (48)
  - Fastest Growing: Average Circulation (53)
  - Market: Data Management (56)
- **Electronic Buyers' News**, CMP Pubs., Inc.
  - 1985 Frequency: 52x
  - Folio:400 Rank: 174
  - 25th by Ad Revenue (46)
  - 11th by Ad Pages (46)
- **Electronic Design**, Hayden Publishing Company, Inc.
  - 1985 Frequency: 30x
  - Folio:400 Rank: 101
  - 10th by Total Revenue (46)
  - 8th by Ad Revenue (46)
  - 4th by Ad Pages (46)
  - 6th by Avg. Ad Pages/Copy (47)
  - 20th by Avg. Edit. Pages/Copy (47)
  - 6th by Net Chg. Avg. Circ. (48)
  - Fastest Growing: Average Circulation (53)
- **Electronic Engineering Times**, CMP Publications, Inc.
  - 1985 Frequency: 52x
  - Folio:400 Rank: 131
  - 19th by Total Revenue (46)
  - 15th by Ad Revenue (46)
  - 16th by Ad Pages (46)
  - 3rd by Net Chg. Ad Revenue (47)
  - 3rd by Net Chg. Ad Pages (47)
  - 14th by Net Chg. Avg. Circ. (48)
  - Fastest Growing: Total Revenue (49)
  - Fastest Growing: Ad Revenue (50)
  - Fastest Growing: Ad Pages (52)
- **Electronic News**, Fairchild Publications
  - 1985 Frequency: 52x
  - Folio:400 Rank: 108
  - 13th by Total Revenue (46)
  - 12th by Ad Revenue (46)
  - 21st by Ad Pages (46)
  - Fastest Growing: Sub. Revenue (51)
- **Electronic Packaging & Production**, Cahners Publishing Company
  - 1985 Frequency: 13x
  - Folio:400 Rank: 398
  - 17th by Avg. Ad Pages/Copy (47)
  - 16th by Avg. Edit. Pages/Copy (47)
  - Fastest Growing: Average Circulation (53)
- **Electronic Products**, Hearst Business Communications, Inc.
  - 1985 Frequency: 24x
  - Folio:400 Rank: 298
- **Electronics**, McGraw-Hill Information Systems Group, Computer & Communications Information Group
  - 1985 Frequency: 36x
  - Folio:400 Rank: 251
  - 25th by Sub. Revenue (46)
  - Fastest Growing: Sub. Revenue (51)
- **Emergency Medicine, Common Emergencies in Daily Practice**, Cahners Publishing Company
  - 1985 Frequency: 21x
  - Folio:400 Rank: 356
  - Fastest Growing: Total Revenue (49)
- **Endless Vacation**, Endless Vacation Publications, Inc.
  - 1985 Frequency: 7x
  - Folio:400 Rank: 143
  - 24th by Net Chg. Avg. Sub. Circ. (4)
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: Ad Pages (10)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: Sub. Circ. (12)
  - Market: Affluence 2 (16)
  - Market: Travel (40)
- **Engineering News-Record**, McGraw-Hill Information Systems Company
  - 1985 Frequency: 51x
  - Folio:400 Rank: 173
  - 17th by Sub. Revenue (51)
- **Esquire**, Esquire Associates
  - 1985 Frequency: 12x
  - Folio:400 Rank: 57
  - 23rd by Ad Revenue (Monthlies) (5)
  - Fastest Growing: News. Circ. (13)
  - Market: General Interest (25)
  - Market: Men's Lifestyles (32)
- **ESSENCE**, ESSENCE Communications, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 102
  - 20th by Net Chg. Avg. Circ. (3)
  - 17th by Net Chg. Avg. Sub. Circ. (4)
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: Sub. Circ. (12)
  - Market: Black (19)
  - Market: Women's Service (44)
- **Family**, Military Family Communications, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 395
  - 14th by Net Chg. Avg. Circ. (3)
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Avg. Circ. (11)
  - Market: Women's Lifestyles (43)
- **Family Circle**, The Family Circle Inc.
  - 1985 Frequency: 17x
  - Folio:400 Rank: 7
  - 8th by Ad Revenue (2)
  - 3rd by Net Chg. Ad Revenue (2)
  - 6th by News. Revenue (3)
  - 8th by Average Circulation (3)
  - 12th by Net Chg. Avg. Sub. Circ. (4)
  - 2nd by Average News. Circ. (4)
  - 12th by Total Annual Circ. (5)
  - 4th by Total Annual News. Sales (5)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: Sub. Circ. (12)
  - Market: Women's Service (44)
- **Family Computing**, Scholastic Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 258
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: Sub. Circ. (12)
  - Market: Computing (23)
  - Market: General Interest (25)
- **Family Handyman, The**, The Webb Company
  - 1985 Frequency: 10x
  - Folio:400 Rank: 107
  - Fastest Growing: Sub. Revenue (8)
  - Market: Home (27)
  - Market: Men's Service (33)
- **Farm Journal**, Farm Journal, Inc.
  - 1985 Frequency: 14x
  - Folio:400 Rank: 79
  - 6th by Total Revenue (46)
  - 10th by Ad Revenue (46)
  - 4th by Sub. Revenue (46)
  - 1st by Average Circulation (48)
  - 1st by Average Sub. Circ. (48)
- **Farmer, The**, The Webb Company
  - 1985 Frequency: 23x
  - Folio:400 Rank: 350
  - 21st by Average Sub. Circ. (48)
  - Fastest Growing: Sub. Revenue (51)
  - Fastest Growing: Avg. Sub. Circ. (54)
- **Field & Stream**, CBS Magazines
  - 1985 Frequency: 12x
  - Folio:400 Rank: 40
  - 22nd by Average Sub. Circ. (4)
  - 17th by Ad Revenue (Monthlies) (5)
  - 22nd by Total Revenue (Monthlies) (5)
  - Fastest Growing: Sub. Revenue (8)
  - Market: Outdoor (35)
- **50 Plus**, Retirement Living Publ.Co., Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 281
  - 22nd by Net Chg. Avg. Circ. (3)
  - 19th by Net Chg. Avg. Sub. Circ. (4)
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: Sub. Circ. (12)
  - Market: Maturity (31)

(Numbers in parentheses refer to section numbers)

- **Financial World, The Magazine for Investors**, Financial World Partners
  - 1985 Frequency: 26x
  - Folio:400 Rank: 296
  - 5th by Net Chg. Ad Pages (2)
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: Ad Pages (10)
  - Fastest Growing: Avg. Circ. (11)
  - Market: Affluence 3 (17)
  - Market: Business & Financial (21)
- **Fine Woodworking**, The Taunton Press
  - 1985 Frequency: 6x
  - Folio:400 Rank: 328
  - Newcomer
  - Market: Men's Service (33)
- **Fins and Feathers**, Fins and Feathers Publishing Company
  - 1985 Frequency: 9x
  - Folio:400 Rank: 309
  - Market: Outdoor (35)
- **FLEET OWNER (Big Fleet Edition)**, McGraw-Hill Publications Company
  - 1985 Frequency: 12x
  - Folio:400 Rank: 305
  - 23rd by Avg. Edit. Pages/Copy (47)
- **Flying**, CBS Magazines
  - 1985 Frequency: 12x
  - Folio:400 Rank: 199
  - Market: Affluence 2 (16)
  - Market: Lifestyles (30)
- **Food & Wine, The Guide to Good Taste**, American Express Publishing Corp.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 136
  - 13th by Net Chg. Ad Pages (2)
  - 24th by Net Chg. Avg. News. Circ. (4)
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: Ad Pages (10)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: News. Circ. (13)
  - Market: Affluence 2 (16)
  - Market: Culinary (24)
- **Food Management**, Harcourt Brace Jovanovich Publications
  - 1985 Frequency: 12x
  - Folio:400 Rank: 400
  - Newcomer
- **Forbes**, Forbes Inc.
  - 1985 Frequency: 29x
  - Folio:400 Rank: 21
  - 11th by Ad Revenue (2)
  - 13th by Net Chg. Ad Revenue (2)
  - 6th by Ad Pages (2)
  - 24th by Sub. Revenue (3)
  - Market: Affluence 1 (15)
  - Market: Business & Financial (21)
- **Fortune**, Time Inc.
  - 1985 Frequency: 26x
  - Folio:400 Rank: 22
  - 12th by Ad Revenue (2)
  - 9th by Ad Pages (2)
  - 25th by Sub. Revenue (3)
  - Market: Affluence 1 (15)
  - Market: Business & Financial (21)
- **Forum**, Forum International, Ltd.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 248
- **4-Wheel & Off-Road**, Petersen Publishing Company
  - 1985 Frequency: 12x
  - Folio:400 Rank: 228
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: Ad Pages (10)
  - Market: Automotive (18)
- **Four Wheeler**, OMNI International, Ltd.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 313
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: Ad Pages (10)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: News. Circ. (13)
  - Market: Automotive (18)
- **Frequent Flyer**, Official Airline Guides, Inc. (Travel Magazine Div.)
  - 1985 Frequency: 12x
  - Folio:400 Rank: 129
  - Market: Affluence 2 (16)
  - Market: Business & Financial (21)
- **Gallery**, Montcalm Publishing Corporation
  - 1985 Frequency: 12x
  - Folio:400 Rank: 121
  - 19th by News. Revenue (3)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: Ad Pages (10)
  - Market: Men's Lifestyles (32)
- **GAMES**, Playboy Enterprises, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 187
- **Genesis**, Cycle Guide Publications, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 257
  - 15th by Net Chg. Ad Pages (2)
- **Gentlemen's Quarterly**, The Conde Nast Publications Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 56
  - Fastest Growing: Sub. Circ. (12)
  - Market: Men's Lifestyles (32)
- **Gifts & Decorative Accessories**, Geyer-McAllister Publications, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 345
  - 4th by Avg. Ad Pages/Copy (47)
  - 10th by Avg. Edit. Pages/Copy (47)
  - Fastest Growing: Sub. Revenue (51)
  - Fastest Growing: Avg. Sub. Circ. (54)
- **Glamour**, The Conde Nast Publications Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 24
  - 21st by Ad Revenue (2)
  - 14th by Net Chg. Ad Revenue (2)
  - 22nd by Ad Pages (2)
  - 13th by News. Revenue (3)
  - 12th by Average News. Circ. (4)
  - 5th by Net Chg. Avg. News. Circ.' (4)
  - 14th by Total Annual News. Sales (5)
  - 7th by Ad Revenue (Monthlies) (5)
  - 10th by Total Revenue (Monthlies) (5)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: News. Circ. (13)
  - Market: Women-in-Business (41)
  - Market: Women's Fashion (42)
- **GLOBE**, Globe Communications Corporation
  - 1985 Frequency: 52x
  - Folio:400 Rank: 46
  - 11th by News. Revenue (3)
  - 10th by Average News. Circ. (4)
  - 17th by Total Annual Circ. (5)
  - 6th by Total Annual News. Sales (5)
  - Fastest Growing: Ad Pages (10)
  - Market: General Interest (25)
- **Golf Digest**, Golf Digest, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 44
  - 18th by Ad Revenue (Monthlies) (5)
  - 24th by Total Revenue (Monthlies) (5)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: News. Circ. (13)
  - Market: Affluence 1 (15)
  - Market: Sports (38)
- **Golf Magazine**, Times Mirror Magazines, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 100
  - Market: Affluence 1 (15)
  - Market: Sports (38)
- **Good Housekeeping**, Hearst Magazines
  - 1985 Frequency: 12x
  - Folio:400 Rank: 8
  - 9th by Ad Revenue (2)
  - 7th by Net Chg. Ad Revenue (2)
  - 24th by Ad Pages (2)
  - 14th by Sub. Revenue (3)
  - 12th by News. Revenue (3)
  - 12th by Average Circulation (3)
  - 12th by Average Sub. Circ. (4)
  - 8th by Average News. Circ. (4)
  - 24th by Total Annual Circ. (5)
  - 12th by Total Annual News. Sales (5)
  - 1st by Ad Revenue (Monthlies) (5)
  - 2nd by Total Revenue (Monthlies) (5)
  - Market: Women's Service (44)
- **Gourmet, The Magazine of Good Living**, The Conde Nast Publications Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 68
  - 24th by Net Chg. Ad Revenue (2)
  - 6th by Net Chg. Ad Pages (2)
  - 4th by Net Chg. Avg. Circ. (3)
  - 3rd by Net Chg. Avg. Sub. Circ. (4)
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: Ad Pages (10)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: Sub. Circ. (12)
  - Market: Affluence 1 (15)
  - Market: Culinary (24)
- **Graphic Arts Monthly**, Technical Publishing Company
  - 1985 Frequency: 13x
  - Folio:400 Rank: 299
  - 24th by Net Chg. Ad Pages (47)
  - 12th by Avg. Ad Pages/Copy (47)
  - Fastest Growing: Ad Revenue (50)
- **GRIT**, Grit Publishing Company
  - 1985 Frequency: 53x
  - Folio:400 Rank: 212
  - Fastest Growing: Ad Pages (10)
  - Market: General Interest (25)
  - Market: Lifestyles (30)
- **Guideposts**, Guideposts Associates, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 94
  - 22nd by Sub. Revenue (3)
  - 16th by Average Circulation (3)
  - 8th by Average Sub. Circ. (4)
  - Fastest Growing: Sub. Revenue (8)
- **Guns & Ammo**, Petersen Publishing Co.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 203
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: News. Circ. (13)
  - Market: Outdoor (35)
- **Harper's Bazaar**, Hearst Magazines
  - 1985 Frequency: 12x
  - Folio:400 Rank: 55
  - 25th by Ad Revenue (Monthlies) (5)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: News. Circ. (13)
  - Market: Women's Fashion (42)
- **Harvard Business Review**, Harvard Graduate School of Business
  - 1985 Frequency: 6x
  - Folio:400 Rank: 223
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: Ad Pages (10)
  - Market: Affluence 3 (17)
  - Market: Business & Financial (21)
- **Health**, Family Media, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 147
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: Sub. Circ. (12)
  - Fastest Growing: News. Circ. (13)
  - Market: Health & Fitness (26)
- **Heavy Duty Trucking**, Newport Publications Division
  - 1985 Frequency: 12x
  - Folio:400 Rank: 360
  - Fastest Growing: Total Revenue (49)
  - Fastest Growing: Ad Revenue (50)
  - Fastest Growing: Ad Pages (52)
  - Fastest Growing: Average Circulation (53)
- **HFD, The Weekly Home Furnishings Newspaper**, Fairchild Publications
  - 1985 Frequency: 52x
  - Folio:400 Rank: 154
  - 25th by Total Revenue (46)
  - 21st by Ad Revenue (46)
  - 17th by Ad Pages (46)
  - 12th by Net Chg. Ad Revenue (47)
  - 25th by Net Chg. Ad Pages (47)

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(Numbers in parentheses refer to section numbers)

High Fidelity, ABC Consumer Magazines,
  1985 Frequency: 12x
  Folio:400 Rank: 215
  Market: Home Entertainment (28)

High Plains Journal, The, High Plains Publishers, Inc.
  1985 Frequency: 52x
  Folio:400 Rank: 372
  Fastest Growing: Sub. Revenue (51)
  Fastest Growing: Avg. Sub. Circ. (54)

High Society, Drake Publishers, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 167

High Technology, High Technology Publishing Corporation
  1985 Frequency: 12x
  Folio:400 Rank: 237
  Fastest Growing: Sub. Revenue (8)
  Market: Affluence 2 (16)
  Market: Business & Financial (21)

Highlights for Children, Highlights for Children, Inc.
  1985 Frequency: 11x
  Folio:400 Rank: 85
  19th by Sub. Revenue (3)
  12th by Net Chg. Avg. Circ. (3)
  23rd by Average Sub. Circ. (4)
  11th by Net Chg. Avg. Sub. Circ. (4)
  Fastest Growing: Sub. Revenue (8)
  Fastest Growing: Avg. Circ. (11)
  Fastest Growing: Sub. Circ. (12)
  Market: Youth & Teen (45)

HOARD'S DAIRYMAN, W.D. Hoard & Sons Co.
  1985 Frequency: 23x
  Folio:400 Rank: 308
  23rd by Average Circulation (48)
  17th by Average Sub. Circ. (48)
  Fastest Growing: Sub. Revenue (51)

HOME, Home Magazine Publishing Corporation
  1985 Frequency: 12x
  Folio:400 Rank: 132
  17th by Net Chg. Avg. Circ. (3)
  20th by Net Chg. Avg. Sub. Circ. (4)
  10th by Net Chg. Avg. News. Circ. (4)
  Fastest Growing: Total Revenue (6)
  Fastest Growing: Ad Revenue (7)
  Fastest Growing: Sub. Revenue (8)
  Fastest Growing: News. Revenue (9)
  Fastest Growing: Avg. Circ. (11)
  Fastest Growing: Sub. Circ. (12)
  Fastest Growing: News. Circ. (13)
  Market: Affluence 1 (15)
  Market: Home (27)

Home Furnishings Daily, see HFD

Home Mechanix, CBS Magazines
  1985 Frequency: 12x
  Folio:400 Rank: 83
  Market: Home (27)
  Market: Men's Service (33)

Homeowner, The, Family Media, Inc.
  1985 Frequency: 10x
  Folio:400 Rank: 287
  Fastest Growing: Total Revenue (6)
  Fastest Growing: Ad Revenue (7)
  Fastest Growing: Sub. Revenue (8)
  Fastest Growing: Ad Pages (10)
  Market: Home (27)
  Market: Men's Service (33)

Hospital Medicine, Hospital Pubs., Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 389

Hospital Practice, HP Publishing Co.
  1985 Frequency: 18x
  Folio:400 Rank: 329
  20th by Average Circulation (48)

Hospitals, The Magazine for Health Care Executives, American Hospital Publ., Inc.
  1985 Frequency: 24x
  Folio:400 Rank: 317
  Fastest Growing: Sub. Revenue (51)
  Fastest Growing: Avg. Sub. Circ. (54)

Hot Rod, Petersen Publishing Co.
  1985 Frequency: 12x
  Folio:400 Rank: 103
  Fastest Growing: Sub. Revenue (8)
  Fastest Growing: News. Revenue (9)
  Market: Automotive (18)

House & Garden, The Conde Nast Publications Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 73
  Fastest Growing: Ad Pages (10)
  Fastest Growing: Avg. Circ. (11)
  Market: Affluence 2 (16)
  Market: Home (27)

House Beautiful, Hearst Magazines
  1985 Frequency: 12x
  Folio:400 Rank: 69
  Market: Affluence 1 (15)
  Market: Home (27)

Houston Home & Garden, City Home Publishing, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 352
  Market: City & Regional (22)
  Market: Home (27)

Inc., The Magazine for Growing Companies, Inc. Publishing Corp.
  1985 Frequency: 12x
  Folio:400 Rank: 61
  25th by Net Chg. Avg. Circ. (3)
  22nd by Net Chg. Avg. Sub. Circ. (4)
  22nd by Ad Revenue (Monthlies) (5)
  Fastest Growing: Avg. Circ. (11)
  Fastest Growing: Sub. Circ. (12)
  Market: Affluence 2 (16)
  Market: Business & Financial (21)

Industrial Equipment News, Thomas Publishing Company
  1985 Frequency: 12x
  Folio:400 Rank: 263
  16th by Average Circulation (48)

Industry Week, Penton Publishing Company
  1985 Frequency: 25x
  Folio:400 Rank: 158
  Market: Affluence 2 (16)
  Market: Business & Financial (21)

InformationWEEK, CMP Publications, Inc.
  1985 Frequency: 46x
  Folio:400 Rank: 293
  11th by Net Chg. Ad Revenue (47)
  6th by Net Chg. Ad Pages (47)
  Fastest Growing: Total Revenue (49)
  Fastest Growing: Ad Revenue (50)
  Fastest Growing: Ad Pages (52)
  Market: Data Management (56)

InfoWorld, The Newspaper for the Microcomputing Community, Popular Computing, Inc.
  1985 Frequency: 50x
  Folio:400 Rank: 245
  Fastest Growing: Sub. Revenue (8)
  Fastest Growing: Avg. Circ. (11)
  Fastest Growing: Sub. Circ. (12)
  Market: Computing (23)

INSIDE SPORTS, Inside Sports, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 310
  19th by Net Chg. Avg. News. Circ. (4)
  Fastest Growing: Total Revenue (6)
  Fastest Growing: Ad Revenue (7)
  Fastest Growing: News. Revenue (9)
  Fastest Growing: Ad Pages (10)
  Fastest Growing: Avg. Circ. (11)
  Fastest Growing: Sub. Circ. (12)
  Fastest Growing: News. Circ. (13)
  Market: Sports (38)

Institutional Distribution, Bill Communications, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 334
  15th by Net Chg. Ad Pages (47)
  18th by Avg. Ad Pages/Copy (47)
  Fastest Growing: Total Revenue (49)
  Fastest Growing: Ad Revenue (50)
  Fastest Growing: Ad Pages (52)
  Fastest Growing: Average Circulation (53)

Institutional Investor, Institutional Investor, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 91
  8th by Total Revenue (46)
  9th by Ad Revenue (46)
  4th by Net Chg. Ad Revenue (47)
  15th by Avg. Ad Pages/Copy (47)
  15th by Avg. Edit. Pages/Copy (47)
  3rd by Net Chg. Avg. Circ. (48)
  Fastest Growing: Total Revenue (49)
  Fastest Growing: Sub. Revenue (51)
  Fastest Growing: Average Circulation (53)

Instructor, The Instructor Pubs., Inc.
  1985 Frequency: 9x
  Folio:400 Rank: 324
  21st by Sub. Revenue (46)
  13th by Average Circulation (48)
  11th by Average Sub. Circ. (48)
  13th by Net Chg. Avg. Sub. Circ. (48)
  Fastest Growing: Avg. Sub. Circ. (54)

Interior Design, Cahners Publishing Co.
  1985 Frequency: 13x
  Folio:400 Rank: 172
  23rd by Ad Pages (46)
  1st by Avg. Ad Pages/Copy (47)
  3rd by Avg. Edit. Pages/Copy (47)
  15th by Net Chg. Avg. Sub. Circ. (48)
  Fastest Growing: Avg. Sub. Circ. (54)

Interiors, Billboard Publications, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 384
  Newcomer

JET, Johnson Publishing Company, Inc.
  1985 Frequency: 52x
  Folio:400 Rank: 63
  25th by Total Annual News. Sales (5)
  Fastest Growing: Ad Revenue (7)
  Market: Black (19)
  Market: General Interest (25)

Journal of the AMA, see Journal of the American Medical Association

Journal of Accountancy, American Institute of Certified Public Accountants
  1985 Frequency: 12x
  Folio:400 Rank: 266
  8th by Sub.Revenue (46)
  10th by Average Circulation (48)
  8th by Average Sub. Circ. (48)
  10th by Net Chg. Avg. Sub. Circ. (48)
  Fastest Growing: Avg. Sub. Circ. (54)

Journal of the American Medical Association, American Medical Assoc.
  1985 Frequency: 12x
  Folio:400 Rank: 125
  16th by Total Revenue (46)
  17th by Ad Revenue (46)
  10th by Ad Pages (46)
  7th by Net Chg. Ad Revenue (47)
  1st by Net Chg. Ad Pages (47)
  7th by Average Circulation (48)
  12th by Average Sub. Circ. (48)
  5th by Net Chg. Avg. Circ. (48)
  2nd by Net Chg. Avg. Sub. Circ. (48)
  Fastest Growing: Total Revenue (49)
  Fastest Growing: Ad Revenue (50)
  Fastest Growing: Ad Pages (52)
  Fastest Growing: Avg. Sub. Circ. (54)

Ladies' Home Journal, Meredith Corporation
  1985 Frequency: 12x
  Folio:400 Rank: 20
  20th by Ad Revenue (2)
  5th by Net Chg. Ad Revenue (2)
  22nd by Net Chg. Ad Pages (2)
  10th by Sub. Revenue (3)
  21st by News. Revenue (3)
  13th by Average Circulation (3)
  9th by Average Sub. Circ. (4)
  15th by Average News. Circ. (4)
  25th by Total Annual Circ. (5)
  16th by Total Annual News. Sales (5)
  6th by Ad Revenue (Monthlies) (5)
  9th by Total Revenue (Monthlies) (5)
  Fastest Growing: Ad Revenue (7)
  Fastest Growing: Sub. Revenue (8)
  Fastest Growing: Ad Pages (10)
  Fastest Growing: News. Circ. (13)
  Market: Women's Service (44)

(Numbers in parentheses refer to section numbers)

LIFE, Time Inc.
1985 Frequency: 13x
Folio:400 Rank: 31
23rd by Net Chg. Ad Revenue (2)
17th by News. Revenue (3)
21st by Average News. Circ. (4)
6th by Net Chg. Avg. News. Circ. (4)
24th by Total Annual News. Sales (5)
Fastest Growing: Ad Revenue (7)
Fastest Growing: News. Revenue (9)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: News. Circ. (13)
Market: General Interest (25)

Los Angeles Magazine, Los Angeles Magazines, Inc.
1985 Frequency: 12x
Folio:400 Rank: 157
21st by Ad Pages (2)
Market: Affluence 3 (17)
Market: City & Regional (22)

Los Angeles Times Magazine, (formerly Los Angeles Times Home Magazine), Los Angeles Times
1985 Frequency: 54x
Folio:400 Rank: 112
20th by Total Annual Circ. (5)
Market: Sunday Magazines (39)

M The Civilized Man, Fairchild Publications
1985 Frequency: 12x
Folio:400 Rank: 277
20th by Net Chg. Avg. News. Circ. (4)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: News. Revenue (9)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Fastest Growing: News. Circ. (13)
Market: Affluence 3 (17)
Market: Men's Lifestyles (32)

Machine Design, Penton Publishing Co.
1985 Frequency: 29x
Folio:400 Rank: 142
22nd by Total Revenue (46)
18th by Ad Revenue (46)
15th by Ad Pages (46)
25th by Avg. Ad Pages/Copy (47)
25th by Average Circulation (48)
25th by Net Chg. Avg. Circ. (48)

Macworld, PC World Communications, Inc.
1985 Frequency: 13x
Folio:400 Rank: 194
Newcomer
Market: Computing (23)

Mademoiselle, The Conde Nast Pubs. Inc.
1985 Frequency: 12x
Folio:400 Rank: 39
18th by News. Revenue (3)
17th by Average News. Circ. (4)
13th by Net Chg. Avg. News. Circ. (4)
19th by Total Annual News. Sales (5)
20th by Ad Revenue (Monthlies) (5)
21st by Total Revenue (Monthlies) (5)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: News. Revenue (9)
Fastest Growing: News. Circ. (13)
Market: Women's Fashion (42)
Market: Women's Lifestyles (43)

Magazine Antiques, The, Brant Publications, Inc.
1985 Frequency: 12x
Folio:400 Rank: 339
Newcomer
Market: Affluence 3 (17)

Material Handling Engineering, Penton Publishing Company
1985 Frequency: 13x
Folio:400 Rank: 367

McCall's, The McCall Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 18
19th by Ad Revenue (2)
9th by Sub. Revenue (3)
10th by Average Circulation (3)
6th by Average Sub. Circ. (4)
20th by Average News. Circ. (4)
18th by Total Annual Circ. (5)
5th by Ad Revenue (Monthlies) (5)
7th by Total Revenue (Monthlies) (5)
Fastest Growing: Sub. Revenue (8)
Market: Women's Service (44)

McCall's Needlework & Crafts, ABC Needlework and Crafts Magazine, Inc.
1985 Frequency: 6x
Folio:400 Rank: 239
Newcomer
Market: Women's Service (44)

MD Magazine, MD Publications, Inc.
1985 Frequency: 12x
Folio:400 Rank: 367
19th by Avg. Ad Pages/Copy (47)
Fastest Growing: Ad Pages (52)

Medical Aspects of Human Sexuality, Hospital Publications, Inc.
1985 Frequency: 12x
Folio:400 Rank: 378
18th by Average Circulation (48)

Medical Economics, Medical Economics Company, Inc.
1985 Frequency: 26x
Folio:400 Rank: 119
15th by Total Revenue (46)
14th by Ad Revenue (46)
20th by Ad Pages (46)
23rd by Avg. Ad Pages/Copy (47)
24th by Average Circulation (48)

Medical World News, HEI Publishing, Inc.
1985 Frequency: 25x
Folio:400 Rank: 347
Newcomer

Meetings & Conventions, Murdoch Magazines
1985 Frequency: 12x
Folio:400 Rank: 202
21st by Avg. Edit. Pages/Copy (47)

Metropolitan Home, Meredith Corporation
1985 Frequency: 12x
Folio:400 Rank: 111
Market: Home (27)

Mini-Micro Systems, Cahners Publishing Co.
1985 Frequency: 16x
Folio:400 Rank: 269
8th by Net Chg. Avg. Circ. (48)
Fastest Growing: Average Circulation (53)
Market: Data Management (56)

MIS Week, Fairchild Publications
1985 Frequency: 51x
Folio:400 Rank: 259
14th by Net Chg. Ad Revenue (47)
4th by Net Chg. Avg. Circ. (48)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Average Circulation (53)
Market: Data Management (56)

Model Railroader, Kalmbach Publishing Co.
1985 Frequency: 12x
Folio:400 Rank: 369
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)

Modern Bride, CBS Magazines
1985 Frequency: 6x
Folio:400 Rank: 95
9th by Net Chg. Ad Pages (2)
Fastest Growing: Ad Pages (10)
Market: Bridal (20)

Modern Healthcare, Crain Comm. Inc.
1985 Frequency: 26x
Folio:400 Rank: 282
9th by Net Chg. Ad Pages (47)
18th by Net Chg. Avg. Sub. Circ. (48) ▶

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Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Ad Pages (52)
Fastest Growing: Avg. Sub. Circ. (54)

Modern Materials Handling,
Cahners Publishing Company
1985 Frequency: 15x
Folio:400 Rank: 290
20th by Net Chg. Ad Revenue (47)
8th by Net Chg. Ad Pages (47)
24th by Avg. Ad Pages/Copy (47)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)

Modern Maturity, American Association of Retired Persons
1985 Frequency: 6x
Folio:400 Rank: 42
11th by Net Chg. Ad Revenue (2)
20th by Sub. Revenue (3)
5th by Average Circulation (3)
2nd by Net Chg. Avg. Circ. (3)
2nd by Average Sub. Circ. (4)
1st by Net Chg. Avg. Sub. Circ. (4)
19th by Total Annual Circ. (5)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: Ad Pages (10)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Market: Maturity (31)

Modern Medicine, Modern Medicine Publications, Inc.
1985 Frequency: 12x
Folio:400 Rank: 391

Modern Office Technology,
Penton Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 381
Fastest Growing: Average Circulation (53)
Market: Data Management (56)

Modern Photography, ABC Consumer Magazines, Inc.
1985 Frequency: 12x
Folio:400 Rank: 106

Modern Plastics, McGraw-Hill Pubs. Co.
1985 Frequency: 13x
Folio:400 Rank: 271
13th by Net Chg. Ad Revenue (47)
7th by Net Chg. Ad Pages (47)
17th by Avg. Edit. Pages/Copy (47)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Ad Pages (52)

Modern Salon, Vance Publishing Corp.
1985 Frequency: 12x
Folio:400 Rank: 291
15th by Net Chg. Ad Revenue (47)
16th by Net Chg. Ad Pages (47)
25th by Average Sub. Circ. (48)
7th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)
Fastest Growing: Avg. Sub. Circ. (54)

Money, Time Inc.
1985 Frequency: 12x
Folio:400 Rank: 26
23rd by Ad Revenue (2)
20th by Net Chg. Ad Revenue (2)
18th by Sub. Revenue (3)
9th by Net Chg. Avg. Circ. (3)
7th by Net Chg. Avg. Sub. Circ. (4)
17th by Net Chg. Avg. News. Circ. (4)
9th by Ad Revenue (Monthlies) (5)
11th by Total Revenue (Monthlies) (5)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: News. Revenue (9)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Fastest Growing: News. Circ. (13)
Market: Affluence 1 (15)
Market: Personal Finance & Mgmt. (36)

Mother Earth News, The Original Country Magazine, The Mother Earth News, Inc.
1985 Frequency: 6x
Folio:400 Rank: 163
Market: Lifestyles (30)

MOTOR, Hearst Books Business Publishing Group
1985 Frequency: 12x
Folio:400 Rank: 366
24th by Average Sub. Circ. (48)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Ad Pages (52)
Fastest Growing: Avg. Sub. Circ. (54)

Motor Boating & Sailing, Hearst Magazines
1985 Frequency: 12x
Folio:400 Rank: 252
Market: Affluence 3 (17)
Market: Sports (38)

Motor Trend, Petersen Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 77
25th by Net Chg. Ad Revenue (2)
12th by Net Chg. Ad Pages (2)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: News. Revenue (9)
Fastest Growing: Ad Pages (10)
Fastest Growing: News. Circ. (13)
Market: Automotive (18)

Motorcyclist, Petersen Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 390
Fastest Growing: Total Revenue (6)
Market: Automotive (18)

Motorland, California State Automobile Association
1985 Frequency: 6x
Folio:400 Rank: 377
Newcomer
Market: Travel (40)

Ms., Ms. Foundation for Education and Communication, Inc.
1985 Frequency: 12x
Folio:400 Rank: 226
Market: Women-in-Business (41)

MUSCLE & FITNESS, I, Brute Enterprises, Inc.
1985 Frequency: 12x
Folio:400 Rank: 126
25th by News. Revenue (3)
14th by Net Chg. Avg. News. Circ. (4)
Fastest Growing: Ad Revenue (7)
Fastest Growing: News. Revenue (9)
Fastest Growing: News. Circ. (13)
Market: Health & Fitness (26)
Market: Sports (38)

Nation's Business, U.S. Chamber of Commerce
1985 Frequency: 12x
Folio:400 Rank: 124
Fastest Growing: News. Revenue (9)
Fastest Growing: News. Circ. (13)
Market: Affluence 1 (15)
Market: Business & Financial (21)

Nation's Restaurant News,
Lebhar-Friedman, Inc.
1985 Frequency: 51x
Folio:400 Rank: 135
21st by Total Revenue (46)
19th by Ad Revenue (46)
24th by Ad Pages (46)
5th by Net Chg. Ad Revenue (47)
2nd by Net Chg. Ad Pages (47)
18th by Net Chg. Avg. Circ. (48)
6th by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)
Fastest Growing: Average Circulation (53)
Fastest Growing: Avg. Sub. Circ. (54)

National Enquirer, National Enquirer Inc.
1985 Frequency: 53x
Folio:400 Rank: 14
2nd by News. Revenue (3)
15th by Average Circulation (3)
4th by Average News. Circ. (4)
5th by Total Annual Circ. (5)
2nd by Total Annual News. Sales (5)
Fastest Growing: News. Circ. (13)
Market: General Interest (25)

National Examiner, Globe Comm. Corp.
1985 Frequency: 52x
Folio:400 Rank: 78
14th by News. Revenue (3)
24th by Net Chg. Avg. Circ. (3)
14th by Average News. Circ. (4)
1st by Net Chg. Avg. News. Circ. (4)
9th by Total Annual News. Sales (5)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: News. Revenue (9)
Fastest Growing: Ad Pages (10)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Fastest Growing: News. Circ. (13)
Market: General Interest (25)

National Geographic, National Geographic Society
1985 Frequency: 12x
Folio:400 Rank: 13
4th by Sub. Revenue (3)
6th by Average Circulation (3)
7th by Net Chg. Avg. Circ. (3)
3rd by Average Sub. Circ. (4)
5th by Net Chg. Avg. Sub. Circ. (4)
11th by Total Annual Circ. (5)
24th by Ad Revenue (Monthlies) (5)
4th by Total Revenue (Monthlies) (5)
Fastest Growing: Sub. Circ. (12)
Market: Affluence 1 (15)
Market: General Interest (25)

National Geographic Traveler,
National Geographic Society
1985 Frequency: 4x
Folio:400 Rank: 149
Fastest Growing: Sub. Revenue (8)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Market: Affluence 1 (15)
Market: Travel (40)

National Geographic World,
National Geographic Society
1985 Frequency: 12x
Folio:400 Rank: 196
Market: Youth & Teen (45)

National Home Center News,
Lebhar-Friedman, Inc.
1985 Frequency: 25x
Folio:400 Rank: 325
Fastest Growing: Total Revenue (49)
Fastest Growing: Sub. Revenue (51)
Fastest Growing: Average Circulation (53)
Fastest Growing: Avg. Sub. Circ. (54)

National Wildlife, National Wildlife Federation
1985 Frequency: 6x
Folio:400 Rank: 268
Market: Science & Nature (37)

NATURAL HISTORY, The Magazine of Natural Science, American Museum of Natural History
1985 Frequency: 12x
Folio:400 Rank: 165
Market: Affluence 2 (16)
Market: Science & Nature (37)

Navy Times, Army Times Publishing Co.
1985 Frequency: 52x
Folio:400 Rank: 233
23rd by Ad Pages (2)
Fastest Growing: News. Circ. (13)

New England Journal of Medicine,
Massachusetts Medical Society
1985 Frequency: 52x
Folio:400 Rank: 104
11th by Total Revenue (46)
23rd by Ad Revenue (46)
3rd by Sub. Revenue (46)
8th by Ad Pages (46)
15th by Average Circulation (48)
14th by Average Sub. Circ. (48)

New Equipment Digest,
Penton Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 205
9th by Net Chg. Ad Revenue (47)
17th by Average Circulation (48)
Fastest Growing: Total Revenue (49)

(Numbers in parentheses refer to section numbers)

- Fastest Growing: Ad Revenue (50)
- Fastest Growing: Ad Pages (52)

- **New Shelter**, see Practical Homeowner

- **New Woman**, Murdoch Magazines
  - 1985 Frequency: 12x
  - Folio:400 Rank: 81
  - 17th by Net Chg. Ad Pages (2)
  - 11th by Net Chg. Avg. Circ. (3)
  - 6th by Net Chg. Avg. Sub. Circ. (4)
  - 22nd by Average News. Circ. (4)
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: Ad Pages (10)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: Sub. Circ. (12)
  - Fastest Growing: News. Circ. (13)
  - Market: Women's Lifestyles (43)
  - Market: Women's Service (44)

- **New York**, Murdoch Magazines
  - 1985 Frequency: 50x
  - Folio:400 Rank: 47
  - 11th by Ad Pages (2)
  - 3rd by Net Chg. Ad Pages (2)
  - Fastest Growing: Ad Pages (10)
  - Market: Affluence 2 (16)
  - Market: City & Regional (22)

- **New York Times Magazine, The**, The New York Times Company
  - 1985 Frequency: 67x
  - Folio:400 Rank: 25
  - 14th by Ad Revenue (2)
  - 3rd by Ad Pages (2)
  - 13th by Total Annual Circ. (5)
  - Market: Affluence 1 (15)
  - Market: Sunday Magazines (39)

- **New Yorker, The**, The New Yorker Mag., Inc.
  - 1985 Frequency: 52x
  - Folio:400 Rank: 33
  - 12th by Ad Pages (2)
  - Market: Affluence 2 (16)
  - Market: General Interest (25)

- **NEWLOOK**, NEWLOOK International Ltd.
  - 1985 Frequency: 8x
  - Folio:400 Rank: 247
  - Newcomer
  - Market: Men's Lifestyles (32)

- **Newsweek**, Newsweek, Inc.
  - 1985 Frequency: 52x
  - Folio:400 Rank: 5
  - 4th by Ad Revenue (2)
  - 14th by Ad Pages (2)
  - 6th by Sub. Revenue (3)
  - 24th by News. Revenue (3)
  - 22nd by Average Circulation (3)
  - 13th by Average Sub. Circ. (4)
  - 8th by Total Annual Circ. (5)
  - 23rd by Total Annual News. Sales (5)
  - Fastest Growing: Sub. Circ. (12)
  - Market: Newsmagazines (34)

- **Nursing85**, Springhouse Corporation
  - 1985 Frequency: 12x
  - Folio:400 Rank: 198
  - 5th by Sub. Revenue (46)
  - 5th by Average Circulation (48)
  - 5th by Average Sub. Circ. (48)

- **Office, The**, Office Publications, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 357
  - 21st by Net Chg. Avg. Circ. (48)
  - Fastest Growing: Sub. Revenue (51)
  - Fastest Growing: Average Circulation (53)
  - Fastest Growing: Avg. Sub. Circ. (54)
  - Market: Data Management (56)

- **Oil & Gas Journal**, PennWell Publishing Co.
  - 1985 Frequency: 52x
  - Folio:400 Rank: 168
  - 22nd by Ad Pages (46)

- **OMNI**, OMNI International, Ltd.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 72
  - Market: Science & Nature (37)

- **1,001 Home Ideas**, Family Media, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 80
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: Ad Pages (10)
  - Fastest Growing: News. Circ. (13)
  - Market: Home (27)

- **Organic Gardening**, see Rodale's Organic Gardening

- **Outdoor Life**, Times Mirror Magazines, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 66
  - Market: Outdoor (35)

- **Outside**, Mariah Publications Corporation
  - 1985 Frequency: 12x
  - Folio:400 Rank: 294
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: Ad Pages (10)
  - Market: Lifestyles (30)
  - Market: Sports (38)

- **Packaging Digest**, Delta Comm., Inc.
  - 1985 Frequency: 13x
  - Folio:400 Rank: 297

- **Palm Springs Life**, Desert Pubs., Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 399
  - Newcomer
  - Market: Affluence 3 (17)
  - Market: City & Regional (22)

- **Pan Am Clipper**, East/West Network, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 373
  - Fastest Growing: Total Revenue (6)
  - Market: Affluence 3 (17)
  - Market: Inflight (29)

- **Parade**, Parade Publications, Inc.
  - 1985 Frequency: 52x
  - Folio:400 Rank: 11
  - 6th by Ad Revenue (2)
  - 1st by Net Chg. Ad Revenue (2)
  - 1st by Average Circulation (3)
  - 1st by Net Chg. Avg. Circ. (3)
  - 1st by Total Annual Circ. (5)
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: Avg. Circ. (11)
  - Market: Sunday Magazines (39)

- **Parents**, Gruner + Jahr USA Publishing
  - 1985 Frequency: 12x
  - Folio:400 Rank: 37
  - 10th by Net Chg. Ad Revenue (2)
  - 11th by Net Chg. Ad Pages (2)
  - 25th by Average Sub. Circ. (4)
  - 15th by Ad Revenue (Monthlies) (5)
  - 19th by Total Revenue (Monthlies) (5)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: Ad Pages (10)
  - Fastest Growing: Sub. Circ. (12)
  - Market: Women's Service (44)

- **Patient Care**, Patient Care Comm., Inc.
  - 1985 Frequency: 21x
  - Folio:400 Rank: 353

- **PC Magazine, The Independent Guide to IBM Personal Computers**, Ziff-Davis Publishing Company
  - 1985 Frequency: 26x
  - Folio:400 Rank: 60
  - 2nd by Ad Pages (2)
  - 19th by Net Chg. Avg. Circ. (3)
  - 13th by Net Chg. Avg. Sub. Circ. (4)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: Sub. Circ. (12)
  - Market: Computing (23)

- **PC Tech Journal**, Ziff-Davis Publishing Company
  - 1985 Frequency: 12x
  - Folio:400 Rank: 292
  - Newcomer
  - Market: Data Management (56)

- **PC Week, The National Newspaper of IBM Standard Microcomputing**, Ziff-Davis Publishing Company
  - 1985 Frequency: 51x
  - Folio:400 Rank: 62
  - Newcomer
  - 2nd by Total Revenue (46)
  - 2nd by Ad Revenue (46)
  - 6th by Ad Pages (46)
  - Market: Data Management (56)

- **PC World**, PC World Communications, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 90
  - 16th by Ad Pages (2)
  - 25th by Net Chg. Avg. Sub. Circ. (4)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: Avg. Circ. (11)
  - Market: Computing (23)

- **Pensions & Investment Age**, Crain Communications Inc.
  - 1985 Frequency: 27x
  - Folio:400 Rank: 338
  - Fastest Growing: Total Revenue (49)
  - Fastest Growing: Ad Revenue (50)
  - Fastest Growing: Sub. Revenue (51)
  - Fastest Growing: Average Circulation (53)
  - Fastest Growing: Avg. Sub. Circ. (54)

- **PENTHOUSE**, PENTHOUSE International Ltd.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 19
  - 4th by News. Revenue (3)
  - 21st by Average Circulation (3)
  - 6th by Average News. Circ. (4)
  - 10th by Total Annual News. Sales (5)
  - 8th by Total Revenue (Monthlies) (5)
  - Fastest Growing: Sub. Revenue (8)
  - Market: Men's Lifestyles (32)

- **People Weekly**, Time Inc.
  - 1985 Frequency: 51x
  - Folio:400 Rank: 3
  - 3rd by Ad Revenue (2)
  - 2nd by Net Chg. Ad Revenue (2)
  - 5th by Ad Pages (2)
  - 13th by Sub. Revenue (3)
  - 3rd by News. Revenue (3)
  - 24th by Average Circulation (3)
  - 13th by Net Chg. Avg. Circ. (3)
  - 4th by Net Chg. Avg. Sub. Circ. (4)
  - 9th by Average News. Circ. (4)
  - 9th by Total Annual Circ. (5)
  - 7th by Total Annual News. Sales (5)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: Sub. Circ. (12)
  - Market: General Interest (25)
  - Market: Newsmagazines (34)

- **Personal Computing**, Hayden Publishing Company, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 105
  - Market: Computing (23)

- **Petersen's Hunting**, Petersen Publishing Company
  - 1985 Frequency: 12x
  - Folio:400 Rank: 336
  - Fastest Growing: Ad Pages (10)
  - Market: Outdoor (35)

- **Petersen's Photographic**, Petersen Publishing Company
  - 1985 Frequency: 12x
  - Folio:400 Rank: 348

- **Philadelphia Magazine**, Philadelphia Magazine, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 267
  - Fastest Growing: Avg. Circ. (11)
  - Market: Affluence 3 (17)
  - Market: City & Regional (22)

- **Physician's Management**, Harcourt Brace Jovanovich Publications
  - 1985 Frequency: 13x
  - Folio:400 Rank: 340
  - 8th by Avg. Ad Pages/Copy (47)
  - 7th by Avg. Edit. Pages/Copy (47)
  - Fastest Growing: Ad Pages (52)

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(Numbers in parentheses refer to section numbers)

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Plant Engineering, Technical Publishing Co.
1985 Frequency: 25x
Folio:400 Rank: 279
10th by Net Chg. Avg. Circ. (48)
Fastest Growing: Average Circulation (53)

Plastics Technology, Bill Comm., Inc.
1985 Frequency: 13x
Folio:400 Rank: 370
12th by Net Chg. Ad Pages (47)
13th by Avg. Edit. Pages/Copy (47)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)

PLAYBOY, Playboy Enterprises, Inc.
1985 Frequency: 12x
Folio:400 Rank: 16
25th by Ad Revenue (2)
12th by Sub. Revenue (3)
8th by News. Revenue (3)
18th by Average Circulation (3)
17th by Average Sub. Circ. (4)
10th by Net Chg. Avg. Sub. Circ. (4)
11th by Average News. Circ. (4)
13th by Total Annual News. Sales (5)
11th by Ad Revenue (Monthlies) (5)
5th by Total Revenue (Monthlies) (5)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: Sub. Circ. (12)
Market: Men's Lifestyles (32)

Playgirl, Playgirl, Inc.
1985 Frequency: 12x
Folio:400 Rank: 139
Fastest Growing: Ad Pages (10)
Market: Women's Lifestyles (43)

Popular Hot Rodding, Argus Publishers Corporation
1985 Frequency: 12x
Folio:400 Rank: 335
Fastest Growing: Ad Pages (10)
Market: Automotive (18)

Popular Mechanics, Hearst Magazines
1985 Frequency: 12x
Folio:400 Rank: 53
Fastest Growing: Sub. Revenue (8)
Market: Men's Service (33)

Popular Photography, CBS Magazines
1985 Frequency: 12x
Folio:400 Rank: 88

Popular Science, Times Mirror Mags., Inc.
1985 Frequency: 12x
Folio:400 Rank: 65
Fastest Growing: Sub. Circ. (12)
Market: Men's Service (33)

Postgraduate Medicine, McGraw-Hill Healthcare Group
1985 Frequency: 16x
Folio:400 Rank: 306
21st by Net Chg. Ad Revenue (47)
17th by Net Chg. Ad Pages (47)
22nd by Avg. Ad Pages/Copy (47)
12th by Avg. Edit. Pages/Copy (47)
Fastest Growing: Total Revenue (49)
Fastest Growing: Ad Revenue (50)
Fastest Growing: Ad Pages (52)

Power, McGraw-Hill Publications Company
1985 Frequency: 12x
Folio:400 Rank: 375

Practical Homeowner, (Formerly New Shelter),
Rodale Press, Inc.
1985 Frequency: 12x
Folio:400 Rank: 180
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Market: Home (27)
Market: Men's Service (33)

Prairie Farmer, Farm Progress Companies
1985 Frequency: 23x
Folio:400 Rank: 250
18th by Average Sub. Circ. (48)

Prevention, Rodale Press, Inc.
1985 Frequency: 12x
Folio:400 Rank: 41
17th by Sub. Revenue (3)
25th by Average Circulation (3)
14th by Average Sub. Circ. (4)
9th by Net Chg. Avg. News. Circ. (4)
23rd by Total Revenue (Monthlies) (5)
Fastest Growing: News. Revenue (9)
Fastest Growing: News. Circ. (13)
Market: Health & Fitness (26)
Market: Women's Lifestyles (43)

Professional Builder, Cahners Publishing Company
1985 Frequency: 14x
Folio:400 Rank: 216
22nd by Net Chg. Ad Revenue (47)
22nd by Net Chg. Ad Pages (47)
Fastest Growing: Ad Pages (52)

Progressive Architecture, Reinhold Publishing Division
1985 Frequency: 12x
Folio:400 Rank: 289

Progressive Farmer, Progressive Farmer, Inc.
1985 Frequency: 12x
Folio:400 Rank: 134
20th by Total Revenue (46)
7th by Sub. Revenue (46)
4th by Average Circulation (48)
3rd by Average Sub. Circ. (48)

Psychology Today, The American Psychological Association
1985 Frequency: 12x
Folio:400 Rank: 137
Market: General Interest (25)
Market: Science & Nature (37)

Publishers Weekly, R.R. Bowker Company
1985 Frequency: 51x
Folio:400 Rank: 321
23rd by Sub. Revenue (46)
Fastest Growing: Sub. Revenue (51)

Purchasing Magazine, Cahners Publ. Co.
1985 Frequency: 24x
Folio:400 Rank: 229

Reader's Digest, The Reader's Digest Association, Inc.
1985 Frequency: 12x
Folio:400 Rank: 6
13th by Ad Revenue (2)
3rd by Sub. Revenue (3)
23rd by News. Revenue (3)
2nd by Average Circulation (3)
1st by Average Sub. Circ. (4)
16th by Average News. Circ. (4)
11th by Net Chg. Avg. News. Circ. (4)
6th by Total Annual Circ. (5)
18th by Total Annual News. Sales (5)
3rd by Ad Revenue (Monthlies) (5)
1st by Total Revenue (Monthlies) (5)
Fastest Growing: News. Revenue (9)
Fastest Growing: News. Circ. (13)
Market: General Interest (25)

real estate today, National Association of Realtors
1985 Frequency: 9..
Folio:400 Rank: 171
1st by Sub. Revenue (46)
2nd by Average Circulation (48)
2nd by Average Sub. Circ. (48)
1st by Net Chg. Avg. Circ. (48)
1st by Net Chg. Avg. Sub. Circ. (48)
Fastest Growing: Average Circulation (53)
Fastest Growing: Avg. Sub. Circ. (54)

Redbook, Hearst Magazines
1985 Frequency: 12x
Folio:400 Rank: 29
21st by Sub. Revenue (3)
17th by Average Circulation (3)
8th by Net Chg. Avg. Circ. (3)
11th by Average Sub. Circ. (4)
18th by Net Chg. Avg. Sub. Circ. (4)
19th by Average News. Circ. (4)
2nd by Net Chg. Avg. News. Circ. (4)
22nd by Total Annual News. Sales (5)
12th by Ad Revenue (Monthlies) (5)
14th by Total Revenue (Monthlies) (5)
Fastest Growing: News. Revenue (9)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Fastest Growing: News. Circ. (13)
Market: Women-in-Business (41)
Market: Women's Service (44)

Research & Development, Technical Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 315
22nd by Net Chg. Avg. Circ. (48)
Fastest Growing: Average Circulation (53)

Restaurant Business, Bill Communications, Inc.
1985 Frequency: 18x
Folio:400 Rank: 164
22nd by Ad Revenue (46)
25th by Ad Pages (46)
19th by Net Chg. Ad Revenue (47)
21st by Net Chg. Ad Pages (47)
10th by Avg. Ad Pages/Copy (47)

Restaurant Hospitality, Penton Publishing Company
1985 Frequency: 12x
Folio:400 Rank: 303
2nd by Net Chg. Avg. Circ. (48)
Fastest Growing: Average Circulation (53)

Restaurants & Institutions, Cahners Publishing Company
1985 Frequency: 26x
Folio:400 Rank: 75
4th by Total Revenue (46)
3rd by Ad Revenue (46)
9th by Ad Pages (46)
2nd by Net Chg. Ad Revenue (47)
23rd by Net Chg. Ad Pages (47)
5th by Avg. Ad Pages/Copy (47)
8th by Avg. Edit. Pages/Copy (47)

RN, Medical Economics Company, Inc.
1985 Frequency: 12x
Folio:400 Rank: 346
12th by Sub. Revenue (46)
11th by Average Circulation (48)
9th by Average Sub. Circ. (48)

Road & Track, CBS Magazines
1985 Frequency: 12x
Folio:400 Rank: 58
21st by Net Chg. Ad Revenue (2)
16th by Net Chg. Avg. News. Circ. (4)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: News. Revenue (9)
Fastest Growing: Ad Pages (10)
Fastest Growing: News. Circ. (13)
Market: Automotive (18)

Rodale's Organic Gardening, (formerly Organic Gardening), Rodale Press, Inc.
1985 Frequency: 12x
Folio:400 Rank: 109
Market: Home (27)
Market: Lifestyles (30)

Rolling Stone, Straight Arrow Publishers Inc.
1985 Frequency: 24x
Folio:400 Rank: 43
9th by Net Chg. Ad Revenue (2)
10th by Net Chg. Avg. Circ. (3)
9th by Net Chg. Avg. Sub. Circ. (4)
12th by Net Chg. Avg. News. Circ. (4)
Fastest Growing: Total Revenue (6)
Fastest Growing: Ad Revenue (7)
Fastest Growing: Sub. Revenue (8)
Fastest Growing: News. Revenue (9)
Fastest Growing: Ad Pages (10)
Fastest Growing: Avg. Circ. (11)
Fastest Growing: Sub. Circ. (12)
Fastest Growing: News. Circ. (13)
Market: General Interest (25)
Market: Lifestyles (30)

RUN, The Commodore C-128/C-64 Home Computing Guide, CW Communications/Peterborough
1985 Frequency: 12x
Folio:400 Rank: 323
Newcomer
Market: Computing (23)

Runner, The, CBS Magazines
1985 Frequency: 12x
Folio:400 Rank: 276
Newcomer
Market: Sports (38)

Runner's World, Rodale Press, Inc.
1985 Frequency: 13x
Folio:400 Rank: 222
Market: Lifestyles (30)
Market: Sports (38)

(Numbers in parentheses refer to section numbers)

- **S&MM**, see Sales & Marketing Management
- **SAIL**, Sail Publications, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 175
  - Market: Lifestyles (30)
  - Market: Sports (38)
- **Sales & Marketing Management**, (formerly S&MM), Bill Communications, Inc.
  - 1985 Frequency: 16x
  - Folio:400 Rank: 322
  - 16th by Net Chg. Avg. Circ. (48)
  - 8th by Net Chg. Avg. Sub. Circ. (48)
  - Fastest Growing: Sub. Revenue (51)
  - Fastest Growing: Average Circulation (53)
  - Fastest Growing: Avg. Sub. Circ. (54)
- **Saltwater Sportsman**, Saltwater Sportsman, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 394
  - Newcomer
  - Market: Outdoor (35)
- **San Diego Magazine**, San Diego Magazine Publishing Company, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 351
  - Fastest Growing: Avg. Circ. (11)
  - Market: Affluence 3 (17)
  - Market: City & Regional (22)
- **San Francisco Focus**, KQED, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 374
  - Newcomer
  - Market: City & Regional (22)
  - Market: Home Entertainment (28)
- **Satellite ORBIT**, Commtek Publishing Co.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 209
  - Newcomer
  - Market: Home Entertainment (28)
- **Saturday Evening Post, The**, Saturday Evening Post Society
  - 1985 Frequency: 9x
  - Folio:400 Rank: 192
  - Market: General Interest (25)
- **Savvy**, Family Media, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 326
  - Fastest Growing: News. Circ. (13)
  - Market: Business & Financial (21)
  - Market: Women-in-Business (41)
- **Science**, American Association for the Advancement of Science
  - 1985 Frequency: 51x
  - Folio:400 Rank: 169
  - 11th by Sub. Revenue (46)
  - 16th by Net Chg. Ad Revenue (47)
  - 19th by Average Sub. Circ. (48)
  - 21st by Net Chg. Avg. Sub. Circ. (48)
  - Fastest Growing: Ad Revenue (50)
  - Fastest Growing: Ad Pages (52)
- **Science Digest**, Hearst Magazines
  - 1985 Frequency: 12x
  - Folio:400 Rank: 190
  - Market: Men's Lifestyles (32)
  - Market: Science & Nature (37)
- **Science 85**, American Association for the Advancement of Science
  - 1985 Frequency: 10x
  - Folio:400 Rank: 153
  - Market: Science & Nature (37)
- **Scientific American**, Scientific American, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 89
  - Market: Business & Financial (21)
  - Market: Science & Nature (37)
- **Self**, The Conde Nast Publications Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 52
  - 23rd by Average News. Circ. (4)
  - 3rd by Net Chg. Avg. News. Circ. (4)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: News. Circ. (13)
  - Market: Women-in-Business (41)
  - Market: Women's Lifestyles (43)
- **Sesame Street**, Children's Television Workshop
  - 1985 Frequency: 10x
  - Folio:400 Rank: 210
  - 15th by Net Chg. Avg. Circ. (3)
  - 14th by Net Chg. Avg. Sub. Circ. (4)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: Sub. Circ. (12)
  - Market: Youth & Teen (45)
- **Seventeen**, Triangle Communications, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 36
  - 25th by Average News. Circ. (4)
  - 21st by Ad Revenue (Monthlies) (5)
  - 18th by Total Revenue (Monthlies) (5)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: Sub. Circ. (12)
  - Fastest Growing: News. Circ. (13)
  - Market: Youth & Teen (45)
- **SHAPE**, Shape Magazine, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 156
  - 8th by Net Chg. Avg. News. Circ. (4)
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: News. Circ. (13)
  - Market: Health & Fitness (26)
  - Market: Women's Lifestyles (43)
- **Shooting Times**, PJS Publications, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 397
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
  - Market: Outdoor (35)
- **Signature**, Citicorp Publishing
  - 1985 Frequency: 12x
  - Folio:400 Rank: 114
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Sub. Revenue (8)
  - Market: Affluence 1 (15)
  - Market: Travel (40)
- **Ski**, Times Mirror Magazines, Inc.
  - 1985 Frequency: 8x
  - Folio:400 Rank: 161
  - Market: Affluence 2 (16)
  - Market: Sports (38)
- **Skiing**, CBS Magazines
  - 1985 Frequency: 7x
  - Folio:400 Rank: 150
  - Market: Sports (38)
- **Skin Diver**, Petersen Publishing Company
  - 1985 Frequency: 12x
  - Folio:400 Rank: 280
  - Fastest Growing: News. Revenue (9)
  - Market: Sports (38)
- **Sky**, (formerly Delta Sky), Halsey Publishing Company
  - 1985 Frequency: 12x
  - Folio:400 Rank: 270
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
  - Market: Affluence 3 (17)
  - Market: Inflight (29)
- **Smithsonian**, Smithsonian Institution
  - 1985 Frequency: 12x
  - Folio:400 Rank: 32
  - 17th by Net Chg. Ad Revenue (2)
  - 15th by Sub. Revenue (3)
  - 16th by Net Chg. Avg. Circ. (3)
  - 18th by Average Sub. Circ. (4)
  - 15th by Net Chg. Avg. Sub. Circ. (4)
  - 16th by Ad Revenue (Monthlies) (5)
  - 15th by Total Revenue (Monthlies) (5)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: Ad Pages (10)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: Sub. Circ. (12)
  - Fastest Growing: News. Circ. (13)
  - Market: Affluence 1 (15)
  - Market: General Interest (25)
- **Soap Opera Digest**, Network Publishing Corporation
  - 1985 Frequency: 27x
  - Folio:400 Rank: 98
  - 22nd by News. Revenue (3)
  - 15th by Total Annual News. Sales (5)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: News. Circ. (13)
  - Market: Women's Lifestyles (43)
- **Soldier of Fortune**, Soldier of Fortune Magazine, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 314
  - 23rd by Net Chg. Avg. News. Circ. (4)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: Ad Pages (10)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: News. Circ. (13)
  - Market: Men's Lifestyles (32)
- **Southern Accents**, Southern Accents, Inc.
  - 1985 Frequency: 6x
  - Folio:400 Rank: 331
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: Ad Pages (10)
  - Fastest Growing: Avg. Circ. (11)
  - Market: City & Regional (22)
  - Market: Home (27)
- **Southern Living**, Southern Living, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 28
  - 24th by Ad Revenue (2)
  - 16th by Sub. Revenue (3)
  - 19th by Average Sub. Circ. (4)
  - 25th by Net Chg. Avg. News. Circ. (4)
  - 10th by Ad Revenue (Monthlies) (5)
  - 13th by Total Revenue (Monthlies) (5)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: Sub. Circ. (12)
  - Fastest Growing: News. Circ. (13)
  - Market: City & Regional (22)
  - Market: Home (27)
- **SPECTRUM**, The Institute of Electrical & Electronics Engineers, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 272
  - Market: Affluence 3 (17)
  - Market: Science & Nature (37)
- **Sport**, Sports Magazine Associates
  - 1985 Frequency: 12x
  - Folio:400 Rank: 110
  - Market: Sports (38)
- **Sporting News, The**, The Sporting News Publishing Company
  - 1985 Frequency: 51x
  - Folio:400 Rank: 74
  - Fastest Growing: Avg. Circ. (11)
  - Market: Newsmagazines (34)
  - Market: Sports (38)
- **Sports Afield**, Hearst Magazines
  - 1985 Frequency: 12x
  - Folio:400 Rank: 120
  - Market: Outdoor (35)
- **Sports Illustrated**, Time Inc.
  - 1985 Frequency: 53x
  - Folio:400 Rank: 4
  - 5th by Ad Revenue (2)
  - 12th by Net Chg. Ad Revenue (2)
  - 13th by Ad Pages (2)
  - 5th by Sub. Revenue (3)
  - 18th by Net Chg. Avg. Circ. (3)
  - 15th by Average Sub. Circ. (4)
  - 16th by Net Chg. Avg. Sub. Circ. (4)
  - 10th by Total Annual Circ. (5)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: Sub. Circ. (12)
  - Fastest Growing: News. Circ. (13)
  - Market: Newsmagazines (34)
  - Market: Sports (38)
- **STAR**, Murdoch Magazines
  - 1985 Frequency: 53x
  - Folio:400 Rank: 23
  - 5th by News. Revenue (3)
  - 20th by Average Circulation (3)
  - 5th by Average News. Circ. (4)
  - 21st by Net Chg. Avg. News. Circ. (4)
  - 7th by Total Annual Circ. (5)
  - 3rd by Total Annual News. Sales (5)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: News. Circ. (13)
  - Markets: General Interest (25) ▶

(Numbers in parentheses refer to section numbers)

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- **Stereo Review**, CBS Magazines
  - 1985 Frequency: 12x
  - Folio:400 Rank: 140
  - Fastest Growing: Ad Pages (10)
  - Market: Home Entertainment (28)
- **SUCCESS!, The Magazine for Achievers**, Success Magazine Publishing Company
  - 1985 Frequency: 11x
  - Folio:400 Rank: 300
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: Sub. Circ. (12)
  - Market: Business & Financial (21)
  - Market: Personal Finance & Mgmt. (36)
- **Successful Farming**, Meredith Corporation
  - 1985 Frequency: 13x
  - Folio:400 Rank: 146
  - 23rd by Total Revenue (46)
  - 24th by Ad Revenue (46)
  - 18th by Sub. Revenue (46)
  - 3rd by Average Circulation (47)
  - 4th by Average Sub. Circ. (48)
- **SUCCESSFUL MEETINGS**, Bill Comm., Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 274
  - 10th by Net Chg. Ad Pages (47)
  - 20th by Avg. Ad Pages/Copy (47)
  - 9th by Avg. Edit. Pages/Copy (47)
  - Fastest Growing: Ad Pages (52)
- **SUNDAY—Chicago Tribune Magazine**, Chicago Tribune Co.
  - 1985 Frequency: 57x
  - Folio:400 Rank: 186
  - Newcomer
  - 22nd by Total Annual Circ. (5)
  - Market: Sunday Magazines (39)
- **Sunset**, Lane Publishing Company
  - 1985 Frequency: 12x
  - Folio:400 Rank: 34
  - 22nd by Net Chg. Ad Revenue (2)
  - 13th by Ad Revenue (Monthlies) (5)
  - 16th by Total Revenue (Monthlies) (5)
  - Fastest Growing: Ad Pages (10)
  - Market: City & Regional (22)
  - Market: Home (27)
- **Supermarket News**, Fairchild Publications
  - 1985 Frequency: 52x
  - Folio:400 Rank: 246
- **Swank**, Swank Magazine Corporation
  - 1985 Frequency: 12x
  - Folio:400 Rank: 364
- **Sylvia Porter's Personal Finance Magazine**, Sylvia Porter's Personal Finance Magazine Company
  - 1985 Frequency: 6x
  - Folio:400 Rank: 363
  - Newcomer
  - Market: Business & Financial (21)
  - Market: Personal Finance & Mgmt. (36)
- **'Teen**, Petersen Publishing Company
  - 1985 Frequency: 12x
  - Folio:400 Rank: 117
  - 18th by Net Chg. Avg. News. Circ. (4)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: News. Circ. (13)
  - Market: Youth & Teen (45)
- **Telephone Engineer & Management**, Harcourt Brace Jovanovich Publications
  - 1985 Frequency: 24x
  - Folio:400 Rank: 393
  - Fastest Growing: Sub. Revenue (51)
  - Fastest Growing: Average Circulation (53)
  - Fastest Growing: Avg. Sub. Circ. (54)
- **Telephony**, Telephony Publishing Corporation
  - 1985 Frequency: 52x
  - Folio:400 Rank: 288
  - 12th by Ad Pages (46)
- **Tennis**, Tennis, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 118
  - Fastest Growing: Sub. Revenue (8)
  - Market: Affluence 2 (16)
  - Market: Sports (38)
- **Texas Homes**, Southwest Media Corporation
  - 1985 Frequency: 12x
  - Folio:400 Rank: 392
  - Fastest Growing: Total Revenue (6)
  - Market: City & Regional (22)
  - Market: Home (27)
- **Texas Monthly**, Texas Monthly, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 122
  - Market: Affluence 3 (17)
  - Market: City & Regional (22)
- **TIME**, Time Inc.
  - 1985 Frequency: 52x
  - Folio:400 Rank: 2
  - 1st by Ad Revenue (2)
  - 4th by Net Chg. Ad Revenue (2)
  - 15th by Ad Pages (2)
  - 1st by Sub. Revenue (3)
  - 16th by News. Revenue (3)
  - 14th by Average Circulation (3)
  - 7th by Average Sub. Circ. (4)
  - 4th by Total Annual Circ. (5)
  - 17th by Total Annual News. Sales (5)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: News. Revenue (9)
  - Market: Newsmagazines (34)
- **Town & Country**, Hearst Magazines
  - 1985 Frequency: 12x
  - Folio:400 Rank: 71
  - Market: Affluence 2 (16)
  - Market: Women's Lifestyles (43)
- **Trailer Life**, TL Enterprises, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 238
  - Market: Lifestyles (30)
- **Travel Agent, The**, The American Traveler Group
  - 1985 Frequency: 169x
  - Folio:400 Rank: 177
  - 1st by Ad Pages (46)
  - 14th by Average Sub. Circ. (48)
  - Fastest Growing: Average Circulation (53)
  - Fastest Growing: Avg. Sub. Circ. (54)
- **Travel & Leisure**, American Express Publishing Corporation
  - 1985 Frequency: 12x
  - Folio:400 Rank: 49
  - Market: Affluence 1 (15)
  - Market: Travel (40)
- **Travel-Holiday**, Travel Magazine, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 195
  - Market: Travel (40)
- **True Story**, Macfadden Women's Group
  - 1985 Frequency: 12x
  - Folio:400 Rank: 99
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: News. Circ. (13)
  - Market: Women's Lifestyles (43)
- **TV Guide**, Triangle Publications, Inc.
  - 1985 Frequency: 52x
  - Folio:400 Rank: 1
  - 2nd by Ad Revenue (2)
  - 6th by Net Chg. Ad Revenue (2)
  - 7th by Ad Pages (2)
  - 2nd by Sub. Revenue (3)
  - 1st by News. Revenue (3)
  - 3rd by Average Circulation (3)
  - 4th by Average Sub. Circ. (4)
  - 1st by Average News. Circ. (4)
  - 2nd by Total Annual Circ. (5)
  - 1st by Total Annual News. Sales (5)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: News. Circ. (13)
  - Market: General Interest (25)
  - Market: Newsmagazines (34)
- **TWA Ambassador**, East/West Network, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 386
  - Fastest Growing: Total Revenue (6)
  - Market: Affluence 3 (17)
  - Market: Inflight (29)
- **U.S.News & World Report**, U.S.News & World Report, Inc.
  - 1985 Frequency: 51x
  - Folio:400 Rank: 15
  - 16th by Ad Revenue (2)
  - 8th by Sub. Revenue (3)
  - 20th by Average Sub. Circ. (4)
  - 14th by Total Annual Circ. (5)
  - Market: Newsmagazines (34)
- **United**, East/West Network, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 160
  - Market: Affluence 2 (16)
  - Market: Inflight (29)
- **US**, US Magazine Company
  - 1985 Frequency: 25x
  - Folio:400 Rank: 82
  - 20th by Total Annual News. Sales (5)
  - Fastest Growing: Ad Pages (10)
  - Fastest Growing: Sub. Circ. (12)
  - Market: General Interest (25)
- **USA WEEKEND**, (formerly Family Weekly), Gannett Company
  - 1985 Frequency: 52x
  - Folio:400 Rank: 30
  - 18th by Ad Revenue (2)
  - 15th by Net Chg. Ad Revenue (2)
  - 4th by Average Circulation (3)
  - 5th by Net Chg. Avg. Circ. (3)
  - 3rd by Total Annual Circ. (5)
  - Fastest Growing: Avg. Circ. (11)
  - Market: Sunday Magazines (39)
- **Vanity Fair**, The Conde Nast Pubs. Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 232
  - 24th by Net Chg. Ad Pages (2)
  - 21st by Net Chg. Avg. Circ. (3)
  - 23rd by Net Chg. Avg. Sub. Circ. (4)
  - 15th by Net Chg. Avg. News. Circ. (4)
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: Sub. Revenue (8)
  - Fastest Growing: Ad Pages (10)
  - Fastest Growing: Avg. Circ. (11)
  - Fastest Growing: Sub. Circ. (12)
  - Fastest Growing: News. Circ. (13)
  - Market: Affluence 2 (16)
  - Market: General Interest (25)
- **VENTURE, The Magazine for Entrepreneurs**, Venture Magazine Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 151
  - Fastest Growing: Sub. Revenue (8)
  - Market: Affluence 2 (16)
  - Market: Business & Financial (21)
- **VFW**, Veterans of Foreign Wars of the United States
  - 1985 Frequency: 11x
  - Folio:400 Rank: 330
  - 21st by Average Sub. Circ. (4)
  - Fastest Growing: Ad Pages (10)
  - Market: Maturity (31)
- **Video**, Reese Communications, Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 235
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Ad Revenue (7)
  - Fastest Growing: Avg. Circ. (11)
  - Market: Home Entertainment (28)
- **Video Review**, Viare Publishing
  - 1985 Frequency: 12x
  - Folio:400 Rank: 193
  - Fastest Growing: Total Revenue (6)
  - Fastest Growing: Sub. Circ. (12)
  - Market: Home Entertainment (28)
- **Vogue**, The Conde Nast Publications Inc.
  - 1985 Frequency: 12x
  - Folio:400 Rank: 27
  - 22nd by Ad Revenue (2)
  - 10th by Ad Pages (2)
  - 15th by News. Revenue (3)
  - 18th by Average News. Circ. (4)
  - 22nd by Net Chg. Avg. News. Circ. (4)
  - 21st by Total Annual News. Sales (5)
  - 8th by Ad Revenue (Monthlies) (5)
  - 12th by Total Revenue (Monthlies) (5)
  - Fastest Growing: News. Revenue (9)
  - Fastest Growing: News. Circ. (13)
  - Market: Women's Fashion (42)
  - Market: Women's Lifestyles (43)
- **W**, Fairchild Publications
  - 1985 Frequency: 26x
  - Folio:400 Rank: 96
  - Fastest Growing: News. Revenue (9)
  - Market: Affluence 3 (17)
  - Market: Women's Fashion (42)

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Wallaces Farmer, Farm Progress Companies
  1985 Frequency: 23x
  Folio:400 Rank: 380

Washingtonian, The, Washington Magazine, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 242
  25th by Ad Pages (2)
  20th by Net Chg. Ad Pages (2)
  Market: Affluence 3 (17)
  Market: City & Regional (22)

Weight Watchers Magazine, W/W Twentyfirst Corporation
  1985 Frequency: 12x
  Folio:400 Rank: 152
  Market: Health & Fitness (26)

Women's Day, CBS Magazines
  1985 Frequency: 16x
  Folio:400 Rank: 12
  15th by Ad Revenue (2)
  7th by News. Revenue (3)
  9th by Average Circulation (3)
  3rd by Average News. Circ. (4)
  15th by Total Annual Circ. (5)
  5th by Total Annual News. Sales (5)
  Fastest Growing: News. Revenue (9)
  Market: Women's Service (44)

Women's World, Heinrich Bauer North America
  1985 Frequency: 53x
  Folio:400 Rank: 51
  Newcomer
  10th by News. Revenue (3)
  13th by Average News. Circ. (4)
  21st by Total Annual Circ. (5)
  8th by Total Annual News. Sales (5)
  Market: Women's Lifestyles (43)
  Market: Women's Service (44)

Women's Wear Daily, Fairchild Publications
  1985 Frequency: 252x
  Folio:400 Rank: 67
  3rd by Total Revenue (46)
  4th by Ad Revenue (46)
  16th by Sub. Revenue (46)
  2nd by Ad Pages (46)
  18th by Net Chg. Ad Revenue (47)
  22nd by Net Chg. Avg. Sub. Circ. (48)
  Fastest Growing: Sub. Revenue (51)
  Market: Apparel (55)

WOOD, Better Homes and Gardens, Meredith Corporation
  1985 Frequency: 6x
  Folio:400 Rank: 316
  Newcomer
  Market: Men's Service (33)

WORKBASKET, THE, and Home Arts Magazine
  Modern Handcraft, Inc.
  1985 Frequency: 10x
  Folio:400 Rank: 241
  24th by Average Sub. Circ. (4)
  Market: Women's Service (44)

WORKBENCH, The Do-It-Yourself Magazine
  Modern Handcraft, Inc.
  1985 Frequency: 6x
  Folio:400 Rank: 327
  Market: Home (27)
  Market: Men's Service (33)

Working Mother, The McCall Publishing Co.
  1985 Frequency: 12x
  Folio:400 Rank: 123
  Fastest Growing: Total Revenue (6)
  Fastest Growing: Ad Revenue (7)
  Market: Women-in-Business (41)
  Market: Women's Service (44)

Working Woman, Hal Publications
  1985 Frequency: 12x
  Folio:400 Rank: 87
  Market: Business & Financial (21)
  Market: Women's Lifestyles (43)

World Tennis, Family Media, Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 286
  Market: Sports (38)

Yachting, CBS Magazines
  1985 Frequency: 12x
  Folio:400 Rank: 176
  Market: Lifestyles (30)
  Market: Sports (38)

Yankee, Yankee Publishing Inc.
  1985 Frequency: 12x
  Folio:400 Rank: 113
  Market: City & Regional (22)
  Market: General Interest (25)

YM, (formerly Young Miss), Gruner + Jahr USA Publishing
  1985 Frequency: 10x
  Folio:400 Rank: 178
  Market: Youth & Teen (45)

Young Miss, see YM

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